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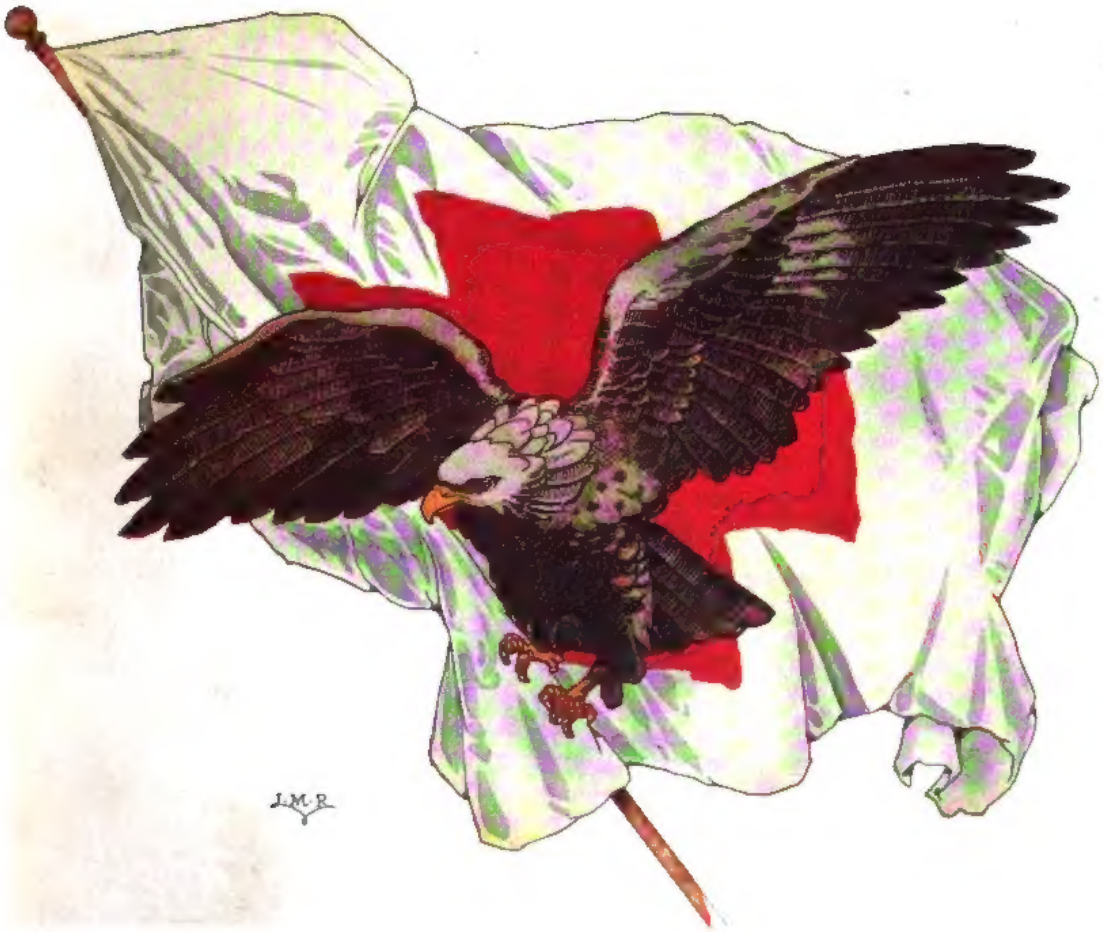
May 1917

THE RED CROSS MAGAZINE

Twenty Cents



THE RED CROSS HANDBOOK

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THE Red Cross Magazine

The official publication of the American Red Cross

HON. WOODROW WILSON, President HON. WM. H. TAFT, Chairman ELIOT WADSWORTH, Acting Chairman
AUSTIN CUNNINGHAM, Editor

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A CORRECTION

THE RED CROSS MAGAZINE is owned by the AMERICAN RED CROSS. It is the official publication of the official relief and humanitarian organization of the United States—an organization chartered by Congress, supervised by the Government, and protected under the Treaty of Geneva, known as the Red Cross Treaty.

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PRESIDENT WOODROW WILSON, PRESIDENT OF THE AMERICAN RED CROSS

Which is the official relief agency, both in peace and war, of the United States Government. For years it has been quietly preparing, and to-day, with a proud history of relief work in every kind of disaster, both at home and abroad, the American Red Cross is prepared to supply trained doctors and nurses, fully organized for an army of a million men

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The
RED CROSS
MAGAZINE

VOLUME TWELVE MAY, 1917 NUMBER FOUR

THE RED CROSS SPIRIT SPEAKS

BY

JOHN FINLEY

(Commissioner of Education for the State of New York and Chairman Albany County Chapter of the Red Cross)

I

Wherever war, with its red woes,
Or flood, or fire, or famine goes,
There, too, go I;
If earth in any quarter quakes
Or pestilence its ravage makes,
Thither I fly.

II

I kneel behind the soldier's trench,
I walk 'mid shambles' smear and stench,
The dead I mourn;
I bear the stretcher and I bend
O'er Fritz and Pierre and Jack to mend
What shells have torn.

III

I go wherever men may dare,
I go where ver woman's care
And love can live,
Wherever strength and skill can bring
Surcease to human suffering,
Or solace give.

IV

I helped upon Haldora's shore;
With Hospitaller Knights I bore
The first red cross;
I was the Lady of the Lamp;
I saw in Solferino's camp
The crimson loss.

V

I am your pennies and your pounds;
I am your bodies on their rounds
Of pain afar;
I am *you*, doing what you would
If you were only where you could—
Your avatar.

VI

The cross which on my arm I wear,
The flag which o'er my breast I bear,
Is but the sign
Of what you'd sacrifice for him
Who suffers on the hellish rim
Of war's red line.

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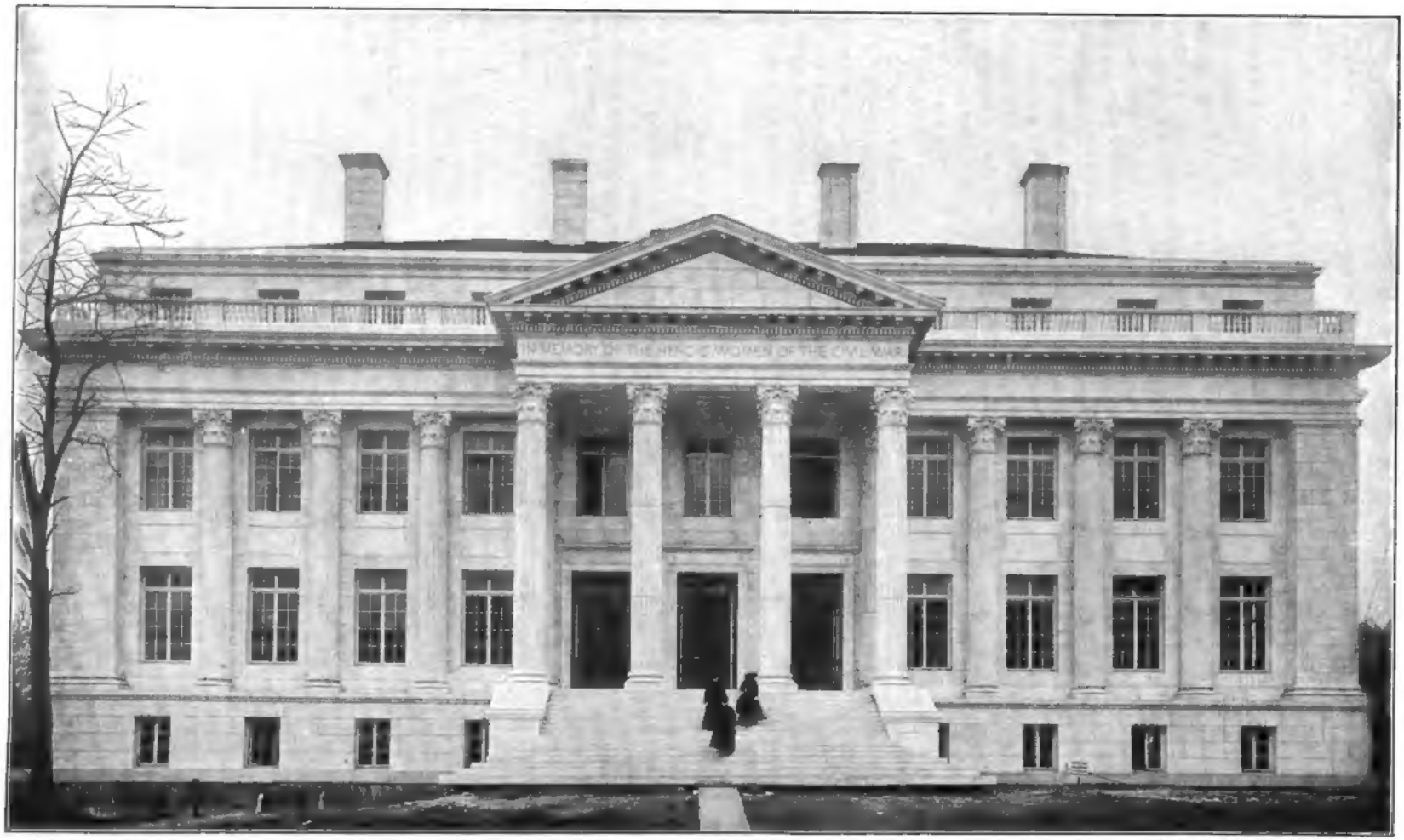

Photograph by Harris & Ewing

THE NEW HOME OF THE RED CROSS

On February 3rd, the National Headquarters at Washington were moved to the beautiful new marble building on 17th Street. This building, dedicated IN MEMORY OF THE HEROIC WOMEN OF THE CIVIL WAR, was erected entirely from funds appropriated by Congress and from funds given by a few friends of the Red Cross expressly for this purpose

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YOUR RED CROSS

Founded to Aid in the Prevention and Alleviation of Human Suffering in Times of War and Peace — An Organization of the People, by the People, for the People—A Part of Your Life and Your Inheritance as an American

The American National Red Cross is the only volunteer society now authorized by this Government to render aid to its land and naval forces in time of war.

Any other society desiring to render similar assistance can do so only through the American National Red Cross.—General order No. 170, War Dept., 1911.

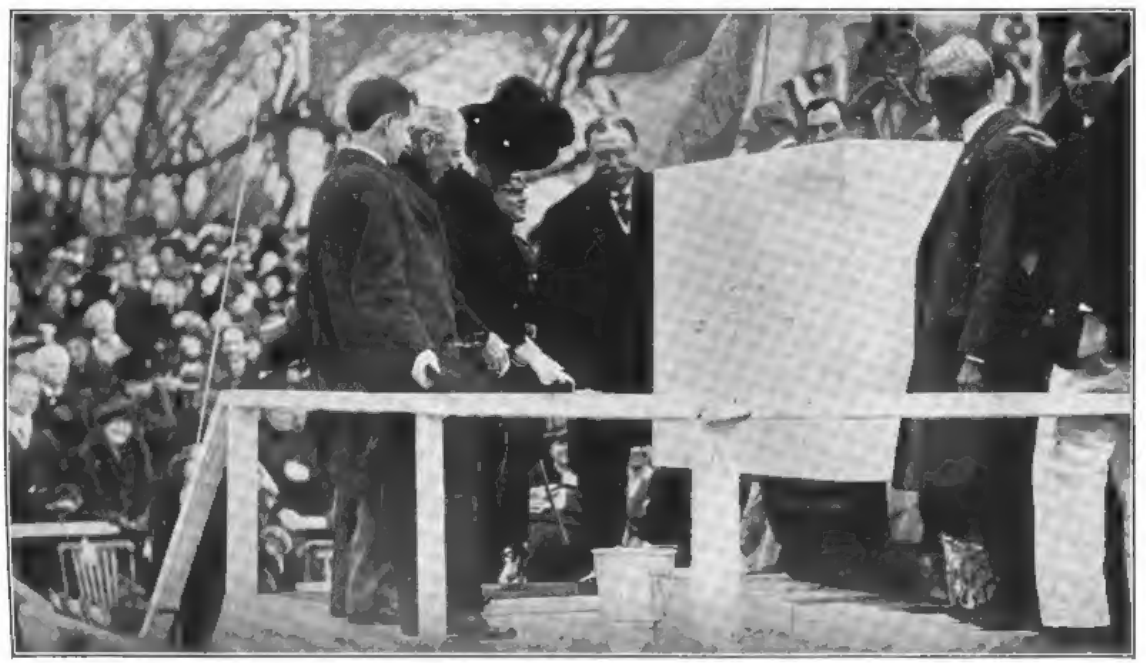
THE whole discussion was about two dollars. During a lull in the Defense Campaign at the Willard Hotel, my friend and I had set out to see Washington, after the manner of Reuben come to town. As delegates to the National Security League Convention we had come from a region sufficiently bucolic and remote to still retain a store of pride and confidence in the Republic and a fresh, and apparently startling, interest and enthusiasm for our monuments and traditions, combined with an absorbing curiosity to see the historic seats of government and the halls and buildings of the Capital.

Our excursion had carried us as far as the Corcoran Art Gallery, on the way to the Washington Monument. Here Jackson, who is an architect by profession and a critic in disposition, stopped squarely and remarked.

"Now *there's* a building. That's what I have been talking about. This thing has dignity and simplicity and real beauty."

He was directing his attention to an imposing structure standing back from the street in a domain of its own, occupying the square between the Gallery and the Memorial Hall of the Daughters of the American Revolution.

It was an impressive and stately building of white marble, of classical design, supported by a line of tall Corinthian pillars. Its ranks of broad windows, set like panels in the wall, and wide inviting entrance suggested it to be the executive office of some great branch of government. This legend appeared over the



LAYING THE CORNERSTONE OF THE NEW BUILDING

President Wilson, Ex-President Taft, Chairman of the Central Committee, and Miss Boardman at the laying of the cornerstone of the new Red Cross headquarters in Washington, D. C., in 1915. It is eminently fitting that the building is finished at a time when the Red Cross has received a new impetus, faces a severe test, and has multiplied its membership from 25,000 to 300,000

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portals: "In Memory of the Heroic Women of the Civil War."

Feeling something of the justifiable pride and patriotic ardor of the ancient Athenians when they gazed upon the Parthenon, we started up the broad stairway to investigate. A tablet of marble on the first landing of the inside stairs told the story.

A MEMORIAL

BUILT BY THE GOVERNMENT OF THE UNITED STATES AND PATRIOTIC CITIZENS

TO THE WOMEN OF THE NORTH AND THE WOMEN OF THE SOUTH

HELD IN LOVING MEMORY BY A NOW UNITED COUNTRY

THAT THEIR LABORS TO MITIGATE THE SUFFERINGS OF THE SICK AND WOUNDED IN WAR MAY BE PERPETUATED THIS MEMORIAL IS DEDICATED TO THE SERVICE OF

THE AMERICAN RED CROSS

So that was it. These great ample offices and marble corridors, these severe and simple and yet magnificent quarters were the administrative offices of the Red Cross.

We learned something that day. It was the first definite conception we had of the immense organization and activity and the reality of the Red Cross. Here were bureaus and departments and presidents and secretaries and directors and chiefs—here the base for directing relief in all quarters of the globe—divisions for military and civil relief, for nurses and supplies and Christmas seals, for medical service and information concerning the dead and the wounded—the headquarters of innumerable chapters and auxiliaries, the home of innumerable members, the head and the heart of a tremendous army.

About this time we were hailed by a man coming out of one of the offices, who turned out to be an "old acquaintance" of Harvard days. I repeated my astonishment to him.

"Well," he said, "why don't you join? My friend here behind the desk at the door will offer no permanent impediment."

I joined with enthusiasm. But Jackson turned and said with his native bluntness, "Why should I join the Red Cross?"

"Obviously you haven't the vaguest idea *what* it is. If you did, you would never ask why."

"True for you. I admit it," said the architect. "I never saw a finer building for the housing of an idea. But I admit I don't exactly know what it is."

"Give him your two dollars, and come to lunch, and I'll tell you."

"The trouble with you and our whole country is that you both take everything for granted—the police and the fire engine and the daily mail and your morning coffee and the road by the front door and the guns at Sandy Hook. You think they are all provided by a convenient Providence on an automatic calendar as a means to obvious virtue; and that you haven't anything at all to do with it except to enjoy it and criticize any flaw in the service. You imagine you are a privileged guest being entertained on this planet by Undeveloped Resources and the Monroe Doctrine.

"There is great talk these days of preparedness: to shoot and kill and sink and bombard. Who do you suppose is going to rescue and bandage and feed and doctor and nurse the hundreds of thousands of victims?

"I think I know. You think that whoever did in all other wars and disasters will do it when war comes to us. That is, precisely *no one!* Listen. No one has ever told the frightful story of the wounded and sick in the wars of history. The plain facts are that the tale is horrible beyond all imagination. For there

Photograph by Harris & Ewing

MISS CLARA BARTON

The founder of the American Red Cross. During our Civil War, Miss Barton was active in the relief of prisoners and wounded. In the Franco-Prussian War she worked in hospitals, and when, in 1873, she returned to the United States, having studied military relief and worked with the Red Cross societies in Europe, she bent all her efforts toward getting the United States to ratify the Geneva Treaty. In 1882, the Treaty was ratified by this country, and she became the first president of the American Red Cross, which position she held until 1904

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ready; but that it would be criminal negligence not to be ready.

"Obviously this concerns the whole people. And they are glad enough to respond to an appeal. Money and volunteers are plentiful in time of dramatic disaster. But it was not until the Red Cross took command that there was any system or method or efficiency or results to be had.

"Well, that is a digression. But it leads to your two dollars. For those days of groping are gone. The proposals made by Dunant are now accepted by all civilized people as a matter of course. The brassard and flag are the most familiar and welcome in the world. And the United States Government has taken a hand in placing the Red Cross in a position to really represent the country in both war and peace, here and abroad; to make it its own medium for helping others, and its own insurance against calamity.

Photograph by Harris & Ewing

MR. CHARLES L. MAGEE

Who has direct supervision of the Administration Department of the Red Cross

"For in 1905—just yesterday among the events of prime importance in our history—all previous charters were repealed, and the Red Cross was reorganized by Act of Congress into the official relief organization of the United States of America. It is the only organization that can operate to give volunteer aid to the sick and wounded in case of war. It is the recognized official medium for communication between the Army and Navy and the people; it is the recognized force for meeting national calamity of any kind.

"Now perhaps you understand. The President of the United States is at the head of it. The Army and Navy are represented upon its board and depend upon it. Foreign countries recognize and respect it and its ensign, in peace or war. It belongs to you. It is a voluntary organization of the people of the United States for your protection. If you lived in Dayton, Ohio, when the whole city was washed away and the vandals came in as the water receded from your ruined home and drowned neighbors, you would know the Red Cross. It was in command. It supplied food and houses and nurses and business and protection; money and trained men, and meat and drink.

"That is, it had these ready and in order, because the people of America belonged to it, and had willingly paid their fees and answered their call.

"If you propose to help the wounded in Flanders or to prepare against the day when we may need help ourselves; if you are inclined to come to the rescue of stricken and afflicted people in this country—or anywhere else, for the Red Cross covers the world—the only efficient and patriotic method possible is to join the Red Cross. Read the story of the last ten years. It includes the San Francisco fire, the Chinese famine, the Mississippi floods and the Messina earthquake. It is the story of the Monongah Mine disaster and the wreck of the *Titanic*, the Serbian typhus campaign and the *Eastland* disaster. It is like a page from Sherlock Holmes. It is part of your life and inheritance; it is a good part of what makes you proud of your country. These things are *handled*. Yes. By whom? By the members of the American Red Cross, volunteers. There is not a man alive in the Republic who would not have answered had he had a personal call to stand by on any of these occasions, had he known it. Well you had the call, and so did I. The Red Cross does it. If you belong, you help. If not, you are among those that bear the blame for the fact that the Japanese have seven members to our one, and ten millions in gold to our one. Do you understand—or do you want back your two dollars?"

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READY WHEN WAR COMES

The functions of the Department of Military Relief of the American Red Cross embrace all those necessary to the discharge of the following duties which have been placed on the American Red Cross by Congress, namely:

"To furnish volunteer aid to the sick and wounded of armies in time of war in accordance with the spirit and conditions of the Conference of Geneva of October, 1863, and also of the Treaty of Geneva of August 22, 1864, to which the United States of America gave its adhesion March 1, 1882.

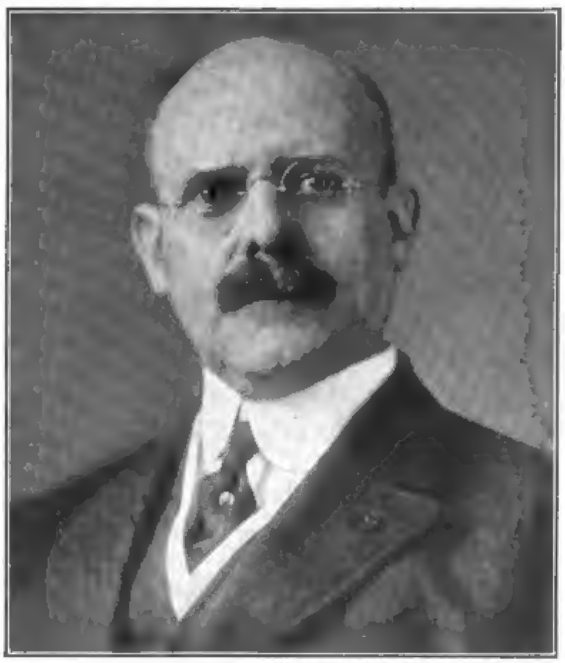
"To perform all the duties devolved upon a national society by each nation which has acceded to said Treaty.

"To act in matters of voluntary relief and in accord with the military and naval authorities as a medium of communication between the people of the United States of America and their Army and Navy, and to act in such matters between similar national societies of other governments, through the 'Comité International de Secours,' and the Government and the people and the Army and Navy of the United States of America."

IF WAR should come, the people of the United States would look to the Government to see that a repetition of the criminal sanitary conditions and the utterly inadequate preparations to care for the sick and wounded of our Army in the war with Spain did not happen again. The Government, the Army, and the Navy would turn to the American Red Cross for assistance in carrying out this work. More than that, they would find the Red Cross ready to do its quota for an army of a million men. The nursing personnel for such an army is now ready, and that is no small piece of work, for it takes two years to train a competent nurse. These nurses are distributed throughout the country and are subject to call in case of war.

But further than that, the Department of Military Relief is ready to send 31 Army and Navy base hospitals, fully equipped, and with completely trained staffs — and most important, staffs that have been trained together—to whatever points the military authorities may want them. Each of these base hospitals can take care of 500 sick and wounded, or if they are all called into service 14,250 in all, at one time. That is, if a quarter of the regular Army now in the United States proper were to get sick, the American Red Cross could mobilize its base hospitals and care for every one of them. Again, along with the nurses, the Department of Military Relief is prepared to take care of our Army when it is enlarged, and is also prepared to take care of it while we are enlarging it, if need be.

But let us look at the Department of Military Relief of the American Red Cross and see just what it is. If you go into the Red Cross Headquarters, you will find it all in four rooms. In one is Colonel Jefferson R. Kean, U.S.A., Director General of Military Relief; in another is Surgeon Theodore W. Richards, U.S.N., and Major Robert U. Patterson, U.S.A.; in the third, Miss Clara D. Noyes and Miss Jane A. Delano, in charge of the Nursing Bureau; and in the fourth, a number of stenographers and secretaries, and filing cases.



Photograph by Harris & Ewing

COLONEL JEFFERSON R. KEAN, U. S. A.
Director General of Military Relief. Under Colonel Kean, in case of war, the whole military relief work of the Red Cross would be mobilized

If you go into Col. Kean's office, you realize how close the American Red Cross is to the Army and Navy, and that there is a good and sufficient reason therefore. Often one wonders why, when Congress incorporated the American Red Cross, it made it the only official relief organization of the Government. The answer is simple. Suppose the United States set out to have three or four

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armies, separate and distinct from each other; each with its secretary of war, each with its general staff, each with its recruiting system, and plans of warfare, and specifications for ordnance; suppose no soldier of the Department of the East could be transferred to the Department of the South; the answer would be chaos unlimited. Well, then, suppose there was the Red Cross, and the Society for Soldiers Wounded in the Hand, and the Society for the Gassed, and the Society to Make T Bandages, etc., etc., etc., each one working direct with the War or Navy Departments and each in connection with some different government bureau. The result would be chaos unlimited; and certainly the soldiers and the sailors would not profit but would lose by the increase of separate independent agencies. The American Red Cross is the War Relief Bureau of the United States Army and Navy, under command of the Army and Navy, and directed by them. If you wish to go into aviation, you go to the Aviation Section of the Army; if you wish to help the relief end of the Army, you go to the Red Cross, for the Red Cross in time of war becomes part of the Army, under Army officers, supported by the people of the United States.

Now, it so happens that in peace times there is little work for the medical division of the regular Army to do compared with war times, when the work increases a thousandfold. Sir Frederick Treves, a most distinguished British surgeon, who has had a large experience of military service in the Boer War and the present great conflict, has recently written an interesting article in the London *Times*, in which he says:

"However efficient an army medical service may be, the help of the Red Cross organization is—and ever will be—a necessity. All those who are familiar with the operations of the Army Medical Department in the present war will admit that its work has been beyond praise, and will own, indeed, that it could scarcely be surpassed.

"No army medical service can be maintained in time of peace upon a war footing. There is evolved in such times an elaborate scheme for expansion in war; but one prominent and inevitable feature of that scheme is the enrollment of a vast body of personnel from the civil population in the form of doctors, nurses, orderlies, motor drivers, clerks, cooks, dispensers, and the like. In such work a civilian society can act with greater ease and promptness than can a huge organization like the War Office,

Photograph by Commercial Pic to Co.

THE WORK OF THE RED CROSS IN WAR

A model showing the organization and work of the Army Medical Corps and the Red Cross from the trenches to the convalescent homes First aid is given in the trenches or at the field dressing station; the wounded are then sent to the field hospital on stretchers where they are attended to. The Red Cross then, always under command of the Army, takes charge of the wounded, first in ambulances to the evacuation hospital, later by train to the base hospital and finally to the convalescent homes whence the wounded are invalided home or return to the front

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MAJOR GENERAL GORGAS

Chief of the Medical Corps of the Army who represents the War Department on the Central Committee. To General Gorgas is the credit for having eliminated yellow fever from Cuba and Panama

and thus it is that in the supply of personnel the Red Cross societies have undoubtedly rendered sterling service. In the furnishing of medical and surgical comforts also the Red Cross societies are untrammelled by those very necessary forms and procedures which must be observed by a government body dealing with public funds.

"In the matter of personnel, the Red Cross Societies provide a vent for that ardent sympathy which the people of this country feel for the wounded soldier, and, at the same time, make the bounteous eagerness to be of service which has been so glorious a feature in this unexampled campaign."

And so, the medical work of the Army is divided into two parts: One the regular line—men enlisted in the Medical Corps—regulars in the Army, as much regulars as the soldiers in the 5th Cavalry; and the reserve medical corps—the American Red Cross, always under the direction of the Army and Navy and in war time subject to their orders. It is supported by voluntary contributions, to be sure, and some think it is like state militia. Here is the difference. The state militia is a state affair; the American Red Cross is a government affair, always working in connection with, in collaboration with, and under the regular Army and Navy.

That is the realization one gets when one steps into the office and talks to Colonel Kean. He is the tangible connection between the R Cross and the Army, and your confidence goes immediately. When war comes, the Red Cr may not be completely ready, but the peo of the United States may rest assured it will more nearly ready than many other branches the government—and if the people will give it t support it deserves, it will be completely reac

If you go from Col. Kean's room in to Major Patterson and Dr. Richards, you w come away with a feeling that the soldiers a sailors of the United States will be adequat taken care of when they become sick or wounded in war. From the field hospit back to the convalescent home—the regu Army Medical Corps has charge on the fighti line and at the field hospital—the organizatior all worked out and is rapidly reaching comp tion, as rapidly as the doctors and civilians the United States will volunteer their servic to receive the training that the Red Cross w willingly give them. Not only under Ma Patterson's direction are the ambulance un and the sanitary units trained and the ba hospitals organized, but to-day the man w is going to volunteer as a soldier when the c comes can take a course in first aid which m save his or his comrade's life on the firing li before the army doctor arrives.

Photograph by Harris & Ewing

REAR ADMIRAL WILLIAM C. BRAISTED

Surgeon General, U. S. N., who, as representati of the Navy on the Central Committee, has taken very great interest in the work of the Red Cross

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The Department of Military Relief has fostered and helped clubs, social organizations, and big businesses, railroads, mines, manufacturing concerns, etc., to organize and equip ambulance units which are subject to call in case of war: sanitary units which may volunteer for service upon call; and it has, under the Red Cross, given first aid classes to men in every walk of life. These classes are carefully organized under certain specifications—you can get the full information by writing to the Department of Military Relief, American Red Cross, Washington, D. C.—which have been the result of careful study and of the information gleaned from the war in Europe applied to our own conditions and needs.

Then there has been the organization of base hospitals, the outfitting of which costs $25,000 apiece. There are thirty-one of these already in existence, carefully stored away, subject to call on a moment's notice. To adequately operate one of these hospitals it is necessary to have a trained hospital staff. Without seriously crippling themselves, a number of the great hospitals throughout the country have organized base hospital staffs, which are not only ready to volunteer when the call comes but which have trained and worked together so that they are efficient and able to handle whatever comes to them. Don't for a minute think that a base hospital merely means a number of beds, a given number of trained nurses, and a given number of attendants. It is as necessary for the outfit to train together to be efficient as it is for an army to be trained.

Photograph by Clinedinst

MAJOR ROBERT U. PATTERSON

Chief of the Bureau of Medical Service, who has charge of the courses in first aid, life saving, etc., given by the Red Cross, and also of the professional personnel available in war time

Photograph by Harris & Ewing

SURGEON THEODORE W. RICHARDS

Who has charge of the Bureau of Naval Service and the Bureau of Supplies, for the Red Cross

It would be as criminal to send wounded and sick into a hospital where the staff was not coordinated and trained as it would be to send untrained troops into battle. One only needs to look at the horrors of Russian or Serbian hospitals as compared to the English and French to realize that fact.

The Red Cross, in addition to the organization of units, has undertaken in conjunction with five great national medical societies an enrollment of the profession, so as to acquire a record of the capabilities and special accomplishments of the medical profession of the United States. By an arrangement with the National Association of Nurses, it has enrolled and holds ready for service over 7,000 nurses, the cream of the nursing profession of this country. Non-professional personnel is also being enrolled for service in war, such as stenographers, clerks, chauffeurs, cooks, and hospital attendants,

Also, under Major Patterson's direct care is the organization and instruction in life saving. During the year there are hundreds of cases of drowning, and to help in saving many of these unfortunates, the Red Cross has organized and instructed a number of classes in life saving.

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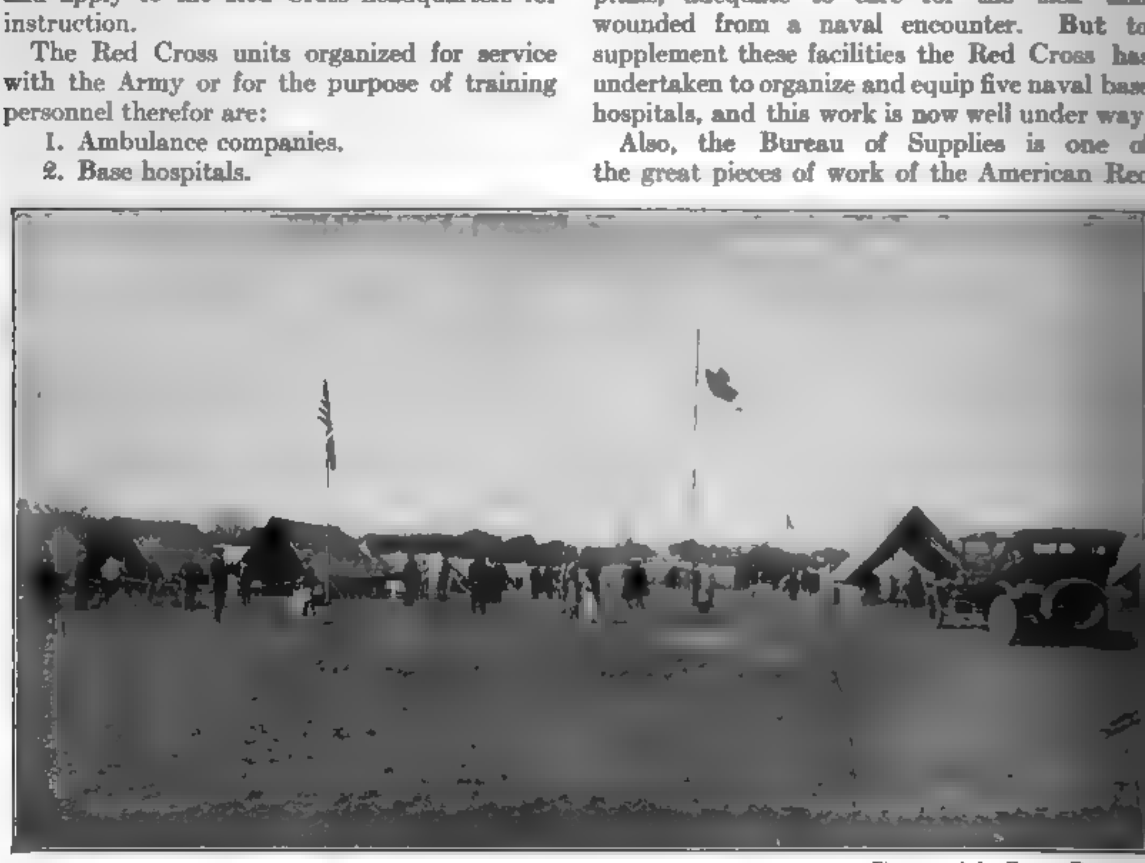
Yearly the number of these classes grows, and yearly they add to their record many cases of rescue.

First aid instruction and life saving are courses given under the direction of the Department of Military Relief, and any business or community can receive instruction if it will organize a class and apply to the Red Cross headquarters for instruction.

The Red Cross units organized for service with the Army or for the purpose of training personnel therefor are:

1. Ambulance companies.
2. Base hospitals.



Photograph by Brown Bros.

ONE OF THE THIRTY-ONE RED CROSS BASE HOSPITALS

These base hospitals will, for the first time in its history, place at the disposal of the Government the finest medical and surgical talent in the country at the very beginning of a war

3. Hospital units.
4. Surgical sections.
5. Emergency nurse detachments.
6. Sanitary training detachments.
7. Information sections.
8. Refreshment units and detachments.
9. Supply depots.
10. General hospitals.
11. Convalescent homes.

And the Department of Military Relief has compiled, available at a moment's notice, the list of personnel available, where it is, the ability of each man and woman, and under what condition he or she will answer the call.

On the other side of the room from Major Patterson sits Dr. Richards, U.S.N., who has charge both of the Bureau of Supplies and Bureau of Naval Service and so represents the interests of the Navy Department in the Red Cross. The Navy to be efficient has to be always on a war footing, and the battle fleet is but little capable of expansion by volunteer units. Its needs in the way of volunteer medical assistance in war will therefore be small and easily met. Situated along our coastline are many modern, splendidly equipped, naval hospitals, adequate to care for the sick and wounded from a naval encounter. But to supplement these facilities the Red Cross has undertaken to organize and equip five naval base hospitals, and this work is now well under way.

Also, the Bureau of Supplies is one of the great pieces of work of the American Red Cross. When supplies come in—as they are coming in now from every part of the country—it is a real piece of executive work to know where they are most needed and where to send and store them. If there is a call for certain supplies, the Supply Bureau must know where to get them. After much work, the Red Cross has standardized the supplies needed for our soldiers. At any of the Red Cross work rooms you can get the specifications. In the New York County Chapter's work rooms they make up what is known as a sample box of surgical dressings, which can be purchased for $1.25, which makes it easy for any one wishing to make these supplies to see how it is done.

Storing, shipping, and keeping track of these supplies—caps, gloves, bed socks, bandages, etc., up to base hospital outfits—and knowing just where and when to get them, to keep them

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so distributed over the country that in case of need they can be called on with the least waste of time, entails an enormous amount of work

The Bureau of Nursing, under Miss Delano, is adequately described in the article, "What a Woman Can Do," elsewhere in this number. Suffice it to say that there is no part of the Red Cross better organized and equipped in personnel than the Nursing Service, and daily there are hundreds of patriotic women enrolling and studying to fill places which can be filled by non-professional women.

The organization of the Red Cross is ready in case of war. And when war comes the sanitary units to take training courses, and first aiders are all still needed, and needed badly, when trouble comes. And the card on page 166 will show you the number of other services a man can render if he is willing to give his services for the benefit of his country in this way.

However, you must not think that the Department of Military Relief is entirely organized only in case of war and meanwhile just sitting by preparing. It coördinates and coöperates with the Department of Civilian Relief. The Bureau of Supplies is at their service in case of civil disaster; the whole Department of Military

Courtesy of Army Medical School

ARMY MEDICAL CORPS ON ACTIVE SERVICE

A part of our efficient Army Medical Corps in Mexico, which in time of war will form the nucleus around which the Red Cross organization will be coördinated

Government will take over, under the direction of the Army and Navy, the whole great organization, for it is primarily to succor our sick and our wounded in war time, and to relieve, under the Department of Civilian Relief, the civil population affected by it.

From the moment the wounded soldier is placed in a Red Cross ambulance back of the firing line, to the time he is discharged from the base hospital, the Red Cross either has prepared or is preparing to care for him. They know where the supplies are or where they can get them; and they have trained and are training the personnel for the work.

However, this does not mean there is no need for workers. There is. Hospital units from small hospitals, ambulance companies, Relief works for any civilian relief work that comes up. But then that is hardly necessary to explain, for one of the difficult things to do about the American Red Cross is to divide it up into separate cubby holes, each one doing some distinct piece of work regardless of the other. It is more like a perfect football team, each department playing its position—and playing it wholeheartedly and well—but absolutely incomplete unless every department plays together. And they are playing together, as the country has found whenever a great civil disaster has given them the ball to carry; and as it will find when war comes and they have to carry on against the strongest team which fights against humanity—pestilence, wounds, and death that come with war.

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WHEN DISASTER HAPPENS

"To continue and carry on a system of national and international relief in time of peace an apply the same in mitigating the sufferings caused by pestilence, famine, fire, floods and other g national calamities, and to devise and carry on measures for preventing the same."—From the Ac Congress, constituting the American National Red Cross as an official organization in war and pe

"SOMEWHERE in France" was antedated by "Somewhere in the Flood." In the spring of the year 1913, the rains fell heavily and the floods came quickly in the valley districts of Ohio. Even Red Cross workers, bent on carrying relief to the people of the submerged districts, found themselves cut off from communication with their friends and their families.

"Where is he?" was answered by, "Somewhere in the Flood."

Many associate Red Cross relief work almost wholly with the fields back of the battle line where the wounded are gathered together. But wars are not continuous and over a period of years the greater part, by far the greater part perhaps, of the work of the organization lies within the field of labor of the Department of Civilian Relief.

From the day of the organization of the American Red Cross the Department has seldom been able to rest from its labors. Since the reincorporation of the Red Cross in 1905, it has conducted nearly 100 campaigns of succor and has disbursed nearly $15,000,000. The operations of relief have followed earthquakes, fires, floods, famines, mine explosions, volcanic eruptions, and wars. The work has been "stupendously trying but stupendously successful."

It has been said that a latent desire to help others is common to all men and all women. In the Red Cross workers the desire is not passive but alive, active or ready for action at call.

What is the organization of the Department of Civilian Relief of the American Red Cross? At the h of the department is the Director Gene Mr. Ernest P. Bicknell. At present the Assoc Director at Headquarters in Washington is W. Frank Persons.

The administration is carried on by mean a department staff assisted as required by stitutional members, state boards, chapt and Red Cross medical and nursing committ —"in fact, the entire organization of the F Cross is at the command of this department the extent necessary to meet any emerger which may arise." And there are thousa of workers in the Red Cross in its Departm of Civilian Relief, in its Department of Milit Relief, and in its Bureaus of Medical and Nurs Service. Largely the work is voluntary, though the organization of trained men a women is necessary to give discipline and eff to the saving and relieving effort.

Men and women specially trained in t organization, direction, and technique of rel operations are necessary to the success emergency aid follo ing great calamiti To bring such m and women to t command of the R Cross certain of t charity organizatio of the country know for their highly ef cient direction a operation have be taken into the orga zation as "Instit tional Members." the words of Direct General Ernest Bicknell:

"In this capac these assistants a sume definite respo sibilities in the o ganization and dire tion of relief measur when calamities occ in their respecti communities, and a pledged to perm

MR. ERNEST P. BICKNELL

Director General of Civilian Relief, upon whom falls the direction of the care of the civil populations made destitute by war or disaster

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Photograph by Harris & Ewing

Mr JOHN L. CLYMER

Director of the Pacific Division, with headquarters in San Francisco, Calif.

Photograph by Chickering

Mr. JOHN L. SALTONSTALL

Director of the Northeastern Division, with headquarters in Boston, Mass.

Photograph by George M Edmondson

Mr. JOHN J. O'CONNOR

Director of the Central Division, with headquarters in Chicago, Ill

Mr. S. POULTERER MORRIS

Director of the Mountain Division, with headquarters in Denver, Col.

For the purposes of organization and of relief work, the country has been divided into six divisions; the Directorship of the Southern Division is at the present time vacant. Each director has administrative supervision over all local organizations in his division. Also, in time of disaster, the director takes charge of the relief work

members of their trained forces to go to the scene of calamities elsewhere for Red Cross service."

Institutional Members of the Red Cross are to be found to-day in New York, Brooklyn, Boston, Hartford, New Haven, Baltimore, Washington, Buffalo, Pittsburgh, Cleveland, Cincinnati, Atlanta, Birmingham, St. Louis,

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Chicago, St. Paul, Minneapolis, and San Francisco. Means are being taken to bring into the organization other Institutional Members in other cities of the United States.

Seemingly, there has been a confusion in the minds of persons concerning the difference between Institutional Members of the Red Cross and the Chapters of the organization. Red Cross Chapters exist all over the United States in the cities where Institutional Members are located, and elsewhere as well.

It has been the aim of the Red Cross to secure in its institutional membership strong and efficient charity organization societies in cities throughout the country. The belief as expressed by the Director General of the Department of Civilian Relief is that associate societies of this kind feel that they owe a duty to the nation as well as to their respective communities. Moreover, the great charity organizations have at their command the skill and the training necessary for the administration of relief quickly in great emergencies.

How does the Department of Civilian Relief of the Red Cross begin its work when word is received that disaster suddenly has visited a people? A telephone in headquarters in Washington rings. It may be that the Associated

Photograph by Harris & Ewing

Mr. W FRANK PERSONS

The general director of the social work of the New York Charity Organization, who has recently become temporarily associated with the Department of Civilian Relief.

THE DAYTON, OHIO, FLOOD

Showing how the relief of one of the worst disasters of recent years was organized

Press is giving notice that a fire is raging in a city not far from New York, that it is devastating a thickly populated district, and that thousands of people likely are to be made homeless.

Instantly, the Charity Organization Society of the City of New York, which is an Institutional Member of the Red Cross and which has promised instant relief activity in that section of the country, is notified of the need for its services. The Institutional Member has its Red Cross Emgerency Relief Committee which instantly convenes. Its executive head goes immediately to the scene of the fire and there takes charge of operations in the name of the Red Cross.

The Institutional Members assume definite responsibility in the organization and direction of relief measures, and are pledged to permit members of their trained forces to go not only to the scenes of calamities which are near, but elsewhere in the name of Red Cross service.

Now the rôle of the Red Cross Chapter in the relief operation is to collect money and relief supplies as needed, "to organize such committees as the exigencies of the work require, to provide a large number of volunteer workers whose services always are necessary, and in general to give the relief operation the support, both material and moral, which is necessary to its success."

In the city that is burning, in the valleys which are flooded, in the areas of famine, the trained forces of the Institutional Members and the trained or untrained volunteer forces of the Chapter labor together in the operation of relief. The Institutional Members confine

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their activities to the more technical phase of organization and direction, for in the ordinary lines of their charity endeavor they have organized workers, trained and experienced not only in relief work, but in administration. The Institutional Members and the Chapters work together, each in its own field and yet interdependently.

The Chapter is a permanent, exclusively Red Cross organization carrying on the varied activities of the Red Cross the year round, "building up its membership and establishing it in the esteem and confidence of the people. The Institutional Member provides the small group of specialists brought in for their experience and technical knowledge when a calamity occurs."

In those communities of the country in which there are Red Cross Chapters, but no Institutional Members, the Chapter under the direction of the Director General of Civilian Relief or his representative and with the assistance of such trained executors as may be provided takes charge of measures of relief when calamity comes. It opens headquarters, creates a strong Central Relief Committee, collects funds and supplies, investigates needs, keeps records, distributes relief material, provides shelter, physicians and nurses, and carries through to the last detail the campaign for the alleviation of suffering.

When a disaster visits a section of the country, a representative of the Department of Civilian Relief almost always proceeds at once to the scene of trouble to assist in the organization of the relief forces in the field. He assumes whatever measure of authority the circumstances may warrant. When an Institutional Member is prepared to meet all the demands of the emergency, the Department merely lends the national authority to the Member's support in the accomplishment of its task.

The Department of Civilian Relief of the American Red Cross has had experience enough in what, in a double sense, is "trial" to enable it not only quickly to move to the work of relief, but to relieve quickly. Men are forgetful, and so it takes a reading of the history of the recurring disasters in the United States and elsewhere in the world in recent years to give a keen appreciation of the far reaching and hard labors in behalf of humanity of this branch of the American Red Cross.

Day after day the newspapers may be filled with the accounts of the suffering attending visitations of flood, fire, or famine. Relief comes, and most men forget. The members of the Red Cross are not allowed to forget. The lessons learned in one disaster have their value of service when another disaster comes. The Red Cross knows the day and the hour when the floods broke loose in the Ohio valley. Probably, a majority of persons cannot name the year in which occurred the earthquake and the fire in San Francisco, the floods in Ohio, or the volcanic eruption at Messina.

When the tragedies of war are spoken of the mind instantly pictures a field of battle with its dead and wounded. One day perhaps the world will find in the disease-plagued spots of Eastern Europe the scenes of the darkest tragedies enacted during the conflict, though the dark dramas of these fields, like those of the battle-front, will be relieved by the stories of the heroism of men and women. The American Red Cross had its heroes and its heroines in the dread places working for others and thinking only of others. The history of the work of the devoted officials, physicians, and nurses of the American Red Cross among the disease-stricken people of Serbia and other countries of the nearer Orient, will be one of many chapters containing an account of the highest form of unselfish devotion and humanitarian endeavor.

It is not necessary to go so far afield as Eastern Europe to find the records of devoted accomplishment of the men and women directly connected with or affiliated with the Department of Civilian Relief of the American

Photograph by Brown Bros

MR. ALBERT W. STAUB

Director of the Atlantic Division, with headquarters at 1 Madison Ave., New York City, who has had charge of the Red Cross shipments to Europe

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Red Cross. Things are best shown by illustration whether it be in word or in picture. In March, 1913, the flood in Ohio cost hundreds of lives and a loss of hundreds of millions in property. Mr. Ernest P. Bicknell, the Director General of the Department of Civilian Relief went from Washington to the scene of the flood on the first notice of impending disaster. It was of him that, in response to an inquiry as to his whereabouts, came the answer, "Somewhere in the Flood."

After the floods had subsided and the quickly organized work of relief had been carried through to a successful conclusion, Mr. Bicknell wrote an account of the relief work of the Department. The local and state authorities acted promptly. Relief, organized and unorganized, came at the call. The Red Cross official has given full meed of praise to all the volunteer helpers, but it is with the work of the Red Cross that this article concerns itself, and so there is excuse for this quotation taken from Mr. Bicknell's account from the point in his narrative after he had given high credit to every other agency but the one with which he was and is connected:

"In the same hour that the news went out of the occurrence of the disaster the Red Cross was in action. Experienced men, who are veterans in emergency relief work under the Red Cross flag, were started instantly to the scene of trouble. The first of the Red Cross to reach Dayton was Edmonds of Cincinnati. Jackson of Cleveland reached Columbus with difficulty, because the railroads were out. Others came hurrying in in rapid succession—Devine and McLean of New York; Lies, of Chicago; Hubbard of St. Louis; Kingsley of Chicago; Steele, Levin, and Magruder, of Baltimore; Cosper and Martin of Washington; Morris of Denver—all tireless, alert, fearless of hardship and with an experience which meant efficiency, command, the making of every hour count for accomplishment. . . .

"With amazing rapidity the tremendous and complex problem of organizing for a careful and systematic work of relief in 150 cities and towns yielded to the effective measures of the Red Cross agents and the local relief committees. Orderly progress took the place of confusion, armies of volunteers were set to work canvassing the flooded cities and towns to make certain that all urgent need might be quickly relieved and information gathered on which to base plans for permanent rehabilitation of the homes of those who suffered losses too heavy to be borne from their own resources. One week after the flood, Governor Cox announced that he had reason to believe that not a flood sufferer in Ohio remained without shelter, food, and clothing, and it is believed that this was substantially true in the other states."

In New York City, in 1912, occurred what was known as the "shirt waist factory fire." It was an appalling disaster. Many young women found themselves trapped in the building after the fire had started and there was a great loss of life. The Red Cross Emergency Relief Committee of the Charity Organizations of New York, which is an Institutional Member of the Red Cross, barely had ended its relief work among the families of the survivors of the fire when news came of the sinking of the great trans-Atlantic liner, *Titanic*.

The survivors of the *Titanic* disaster reached New York City on April 18, 1912, on the steamship *Carpathia*. Mayor Gaynor had opened public subscriptions for the relief fund, and he asked the Red Cross Emergency Relief Committee to direct the expenditure of the money which was contributed. Working with the committee was the Women's Relief Committee, a voluntary organization. Other funds raised by other American cities were sent to Mayor Gaynor and entrusted to the care of the Red Cross Committee.

The relief disbursements in direct connection with the *Titanic* disaster amounted to $157,273.57. The cost of the service rendered in the distribution of the fund amounted to only about three per cent. of the fund itself. This small amount included all the expenses incurred. In some instances the widow and children of immigrant passengers who lost their lives on the *Titanic* were found in remote villages, in Hungary, Sweden, Russia, and Syria. The Red Cross Committee found out these dependents and in collaboration with organizations abroad extended to them the relief which in a great many cases was absolutely necessary for their livelihood.

The San Francisco earthquake with the fire which instantly followed it has taken its place in history with the greatest of the world's disasters. Books have been written of the relief work performed in the Coast City immediately following the almost overwhelming catastrophe. At that time the American National Red Cross had just been rejuvenated and re-organized. Its distinguished services under the leadership of Dr. Edward T. Devine, coupled later with the no less valuable aid of Mr. E. P. Bicknell, is told by Mr. Charles J. O'Conner in the "San Francisco Relief Survey; The Organization and Methods of Relief Used after the Earthquake and Fire, April 18, 1906," published by the Russell Sage Foundation.

The difficulties in the way of coalescing the

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THE MISSISSIPPI FLOOD OF 1912

Upper picture: a flood relief station around a Carnegie Library. Lower picture, marooned, and waiting for the relief launch. The Red Cross expended over $27,000 during this flood, saving many lives and succoring hundreds of flood victims

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Upper Photograph Copyright by T. C. Manning

THE OMAHA TORNADO OF 1915

Upper picture: the tornado cloud. Lower picture, the path of the tornado through the city Since the Red Cross was reincorporated in 1905, it has managed over 80 civilian relief operations, both at home and abroad, and has expended for the relief of suffering humanity more than $15,000,000 in cash and supplies besides contributing an untold amount of service by volunteers

efforts of the United States Army and the various relief societies quickly were overcome even at a time when chaos seemingly existed. The work of the Red Cross concerned itself with almost every form of relief. Its labor ranged from actual rescue work to the housing and the feeding of the destitute and to the rehabilitation of the people when conditions approached the normal.

These brief paragraphs can only suggest to the reader's mind and imagination the splendid devoted services of Red Cross men and women

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Photographs by Robb

THE SALEM FIRE

Upper picture: one of the refugee camps with the Red Cross nurses' headquarters in the foreground. Lower picture: the homes of the Salem factory workers were wiped out of existence. The Red Cross not only afforded them temporary food and shelter, but sought to find other employment for the workers and to put each family in a position to create a new home for itself

in the hundred campaigns of the past ten years against the tragic effects of disaster. Unconscious heroism is a repeated incident of their daily doings; their sympathy expresses itself in work, made more effective by their practical knowledge of suffering. The tender heart means with them active hands, directed by alert brains.

The Red Cross stands for Service. The Red Cross means Relief. Its work is not cold, over-cautious, nor statistical. It labors for humanity, and in the highest sense its labor is without money and without price.

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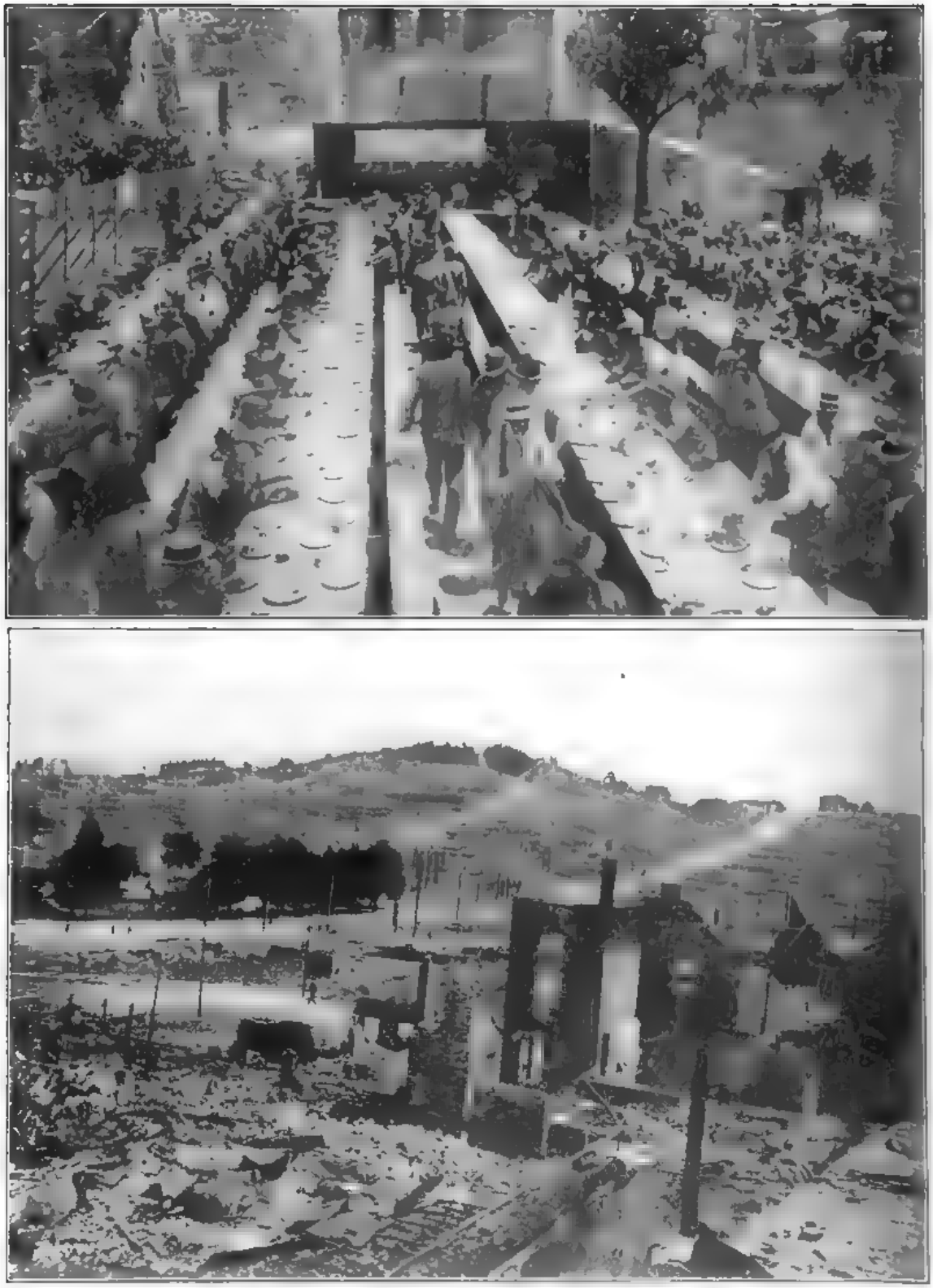

THE SAN FRANCISCO EARTHQUAKE

Upper picture: open air dining place for refugees. Lower picture: Telegraph Hill, San Francisco, after the earthquake and fire. When disaster occurs the first step is to form a central committee to which shall be given complete control of all relief operations of whatever character

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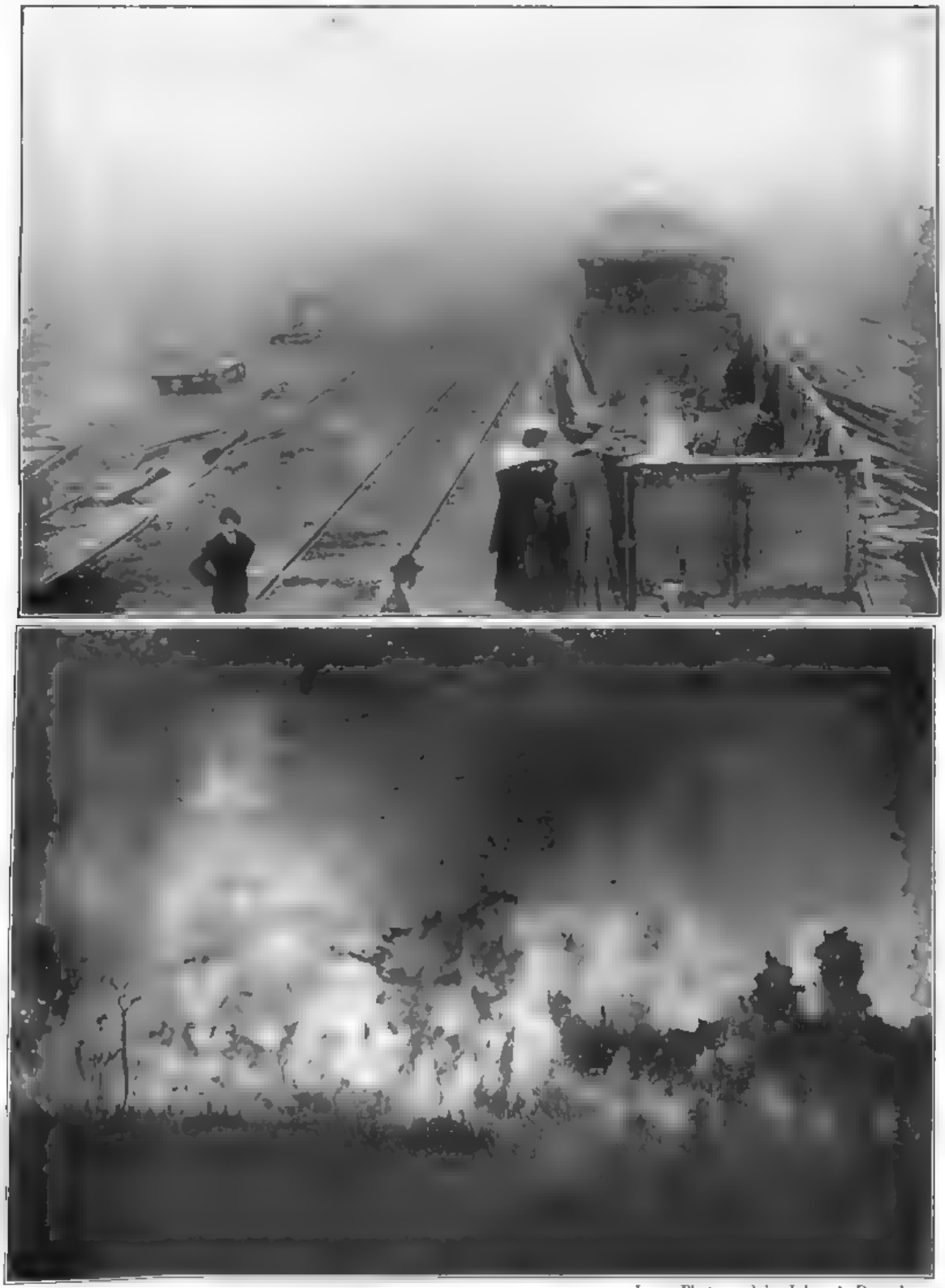

Lower Photograph by Julian A. Dimock

FOREST FIRES

Upper picture: a steel freight car in which refugees from a forest fire near Metz, Michigan, were burned to death. Lower picture: a forest fire. Yearly millions of dollars' worth of property and many lives are lost by these fires

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THE SAN FRANCISCO EART

Upper picture· open air dining place for refugees. Low occurs the
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Photograph by Weibner

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NO ERUPTION

ross is immediately able to give relief when disaster
and minimum waste of time and money

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A VOLCANO ERUPTION

The list of disaster reliefs in which the Red Cross has participated includes typhoons, famines, earthquakes and eruptions, floods, cyclones, mine disasters, fires, forest fires, hurricanes, plagues, shipwreck, refugees and exiles, sick and wounded, war relief and anti-typhus campaigns, etc., etc.

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Photograph by Weibner

TEMPORARY RELIEF QUARTERS

When a disaster occurs within the jurisdiction of a chapter or adjacent thereto, the chapter is expected to take the lead instantly in arranging systematic relief measures and setting the machinery into operation and, by every proper method, to represent the American Red Cross until the arrival of the Director of the Division, or other authorized representative of the Director General of Civilian Relief. After the arrival of the ranking authority the chapter is expected to continue to participate in the relief operations actively in an important capacity

AFTER A VOLCANO ERUPTION

Because of its experience and organization the Red Cross is immediately able to give relief when disaster happens with a maximum of efficiency and minimum waste of time and money

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THE S. S. "RED CROSS"

At the beginning of the Great War, the Red Cross organized and equipped sixteen hospital units which were sent abroad. These trained organizations were more than welcome at a time when the Red Cross facilities of every country were greatly overtaxed

Photograph by International News Service

IN EVERY WAR-STRICKEN COUNTRY

"This organization of our countrymen has brought relief to every nation in the Great War. Its skilled workers have cared for the wounded of every army, have gone through the desolate Siberian plains to bring help to thousands of prisoners, have fought disease in pestilence-ridden Serbia, and have brought hope to countless non-combatants, men, women, and children. Wherever these Red Cross men and women go, they are carrying the message that Americans cannot rest without seeking to relieve such suffering." From a letter of President Wilson.

ONLY by a study of the war map can you really understand the great scope of the work of this devoted body of men and women. I have known of their activities since the beginning of the Great War, perhaps better than most men. But a fresh and larger sense of what they mean was given to me by Mr. Eliot Wadsworth, Acting Chairman, when he stood before a large map in his office in the splendid new Red Cross building at Washington, and ran over rapidly with his pencil the points where his devoted co-workers have carried on operations. Under his guidance the mind's eye travelled rapidly from the snowy stretches of Siberia, where the lot of 1,250,000 German and Austrian prisoners has been made easier by the ministrations of Red Cross representatives, down to Beirut, where food, clothing, and medical supplies are being dispensed; on to Saloniki, then to Serbia, where the typhus plague was conquered; to Rome, where soup kitchens are being maintained and supplies dispensed to the poor by the War Relief Clearing House; to Paris, where the American War Relief Clearing House is operated, and, finally, almost completing the circuit, to Archangel, Russia, where Red Cross supplies were imported, intended for the wounded in the hospital at Kiev. Draw a line between the points on the map at which Red Cross committees are at work and you will have completely surrounded the scene of every battle that has been fought during the war, with the single exception of Kiauchau. This will not convey anything like an adequate representation of the extent of the Red Cross work, however, for its expeditions have worked within the war zone, ministering to the people within the iron ring of battle, and behind the blockade where supplies could not be imported and only money could be used to check the suffering of the wounded and the starving.

The first work undertaken by the Red Cross after the outbreak of the war was military relief. Hospital units, sixteen in number, consisting each of three surgeons and twelve nurses, were sent to Austria-Hungary, Belgium, England, France, Germany, Russia, and Serbia. Each of these units operated a military hospital of three hundred beds and was an important reliance of the military authorities of the country to which it was assigned in caring for the wounded. In that period, the belligerent nations were learning the lessons of preparedness not only in actual military operations in the field but in the work behind the battlefronts where the wounded had to

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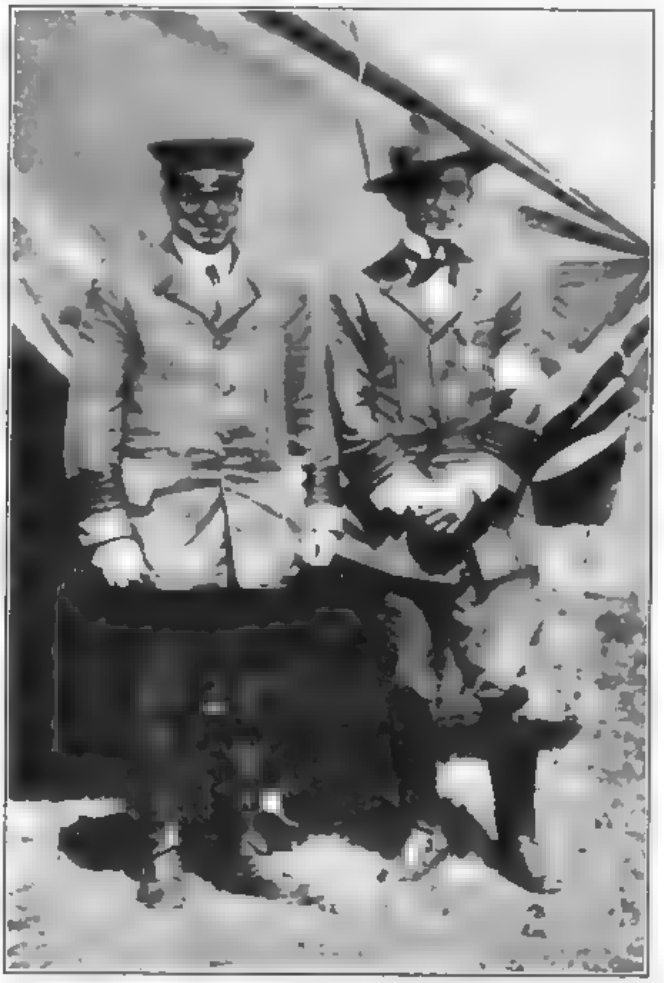
be cared for. It is now a matter of history that many of the nations in the war found their facilities inadequate for treatment of the wounded. Engagement after engagement came to demonstrate that sufficient provision had not been made for the number of casualties which had to be dealt with. In the period when the various governments were rapidly expanding their field hospital services, the Red Cross units were utilized to the fullest extent, oftentimes meeting demands far beyond their normal capacities, and meeting them in a fashion that won the gratitude of all the peoples they served.

Then the world outside of the war zone began to obtain a fuller realization of the magnitude of the horrible experience which had befallen humanity. The Red Cross began to note opportunities for humanitarian work in territory removed from the battle areas.

Perhaps the one greatest triumph was won in Serbia. It was there that Dr. Richard P. Strong, representing both the Red Cross and the Rockefeller Foundation, headed an expedition that rid the nation of a typhus epidemic more deadly even in its effectiveness than the Austrian armies. That was in 1915, when Serbia was as yet unconquered and when she lay without the lines of the Teutonic armies. Later, when the Austrian legions had swept over the whole country and subjugated it just as Germany had subjugated Belgium in the early months of the war, the agents of the Red Cross at Belgrade continued their activities under a new government.



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DR. RICHARD P. STRONG AND DR. EDWARD RYAN

The work of these two American doctors, together with the devoted Americans who were with them in Serbia, will stand out as one of the greatest medical and relief achievements during the Great War. Through two invasions they tended the wounded, directed the relief of the destitute civil population, and fought and conquered a terrible typhus epidemic

The story of Dr. Edward Ryan has many elements of picturesqueness and romance. Upon the hurried flight of the Serbian authorities, he organized an unofficial police force for the City of Belgrade and for several days was virtually in charge of the Serbian capital. Dr. Ryan saved thousands of lives, he arranged matters with Austrian generals, he endured a siege of the dreaded typhus from which he nearly died, and later, he helped secure food for thousands of destitute people. For his work, Dr. Ryan received the French Legion of Honor, and decorations from Serbia, Montenegro, and Albania. A fine representative of America and the American Red Cross spirit!

Until the Austrian lines swept over Serbia, the Red Cross committees had free access to ports of importation, and therefore experienced no difficulty in getting hold of supplies made available by contributions from America. With Serbia conquered, however, the situation was completely altered. Only two sources of supplies remained. These were Rumania and Switzerland. Supplies and condensed milk were transported over the railways from Switzerland to Belgrade, where the Red Cross committees acted as humanitarian agents of charitable organizations in Switzerland. From over the Rumania border, the Red Cross Committee imported large quantities of grain purchased with money donated from America. This grain was taken to Belgrade and milled under the direction of the committee in establishments rented for the pur-

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After the floods had subsided and the quickly organized work of relief had been carried through to a successful conclusion, Mr. Bicknell wrote an account of the relief work of the Department. The local and state authorities acted promptly. Relief, organized and unorganized, came at the call. The Red Cross official has given full meed of praise to all the volunteer helpers, but it is with the work of the Red Cross that this article concerns itself, and so there is excuse for this quotation taken from Mr. Bicknell's account from the point in his narrative after he had given high credit to every other agency but the one with which he was and is connected:

"In the same hour that the news went out of the occurrence of the disaster the Red Cross was in action. Experienced men, who are veterans in emergency relief work under the Red Cross flag, were started instantly to the scene of trouble. The first of the Red Cross to reach Dayton was Edmonds of Cincinnati. Jackson of Cleveland reached Columbus with difficulty, because the railroads were out. Others came hurrying in in rapid succession—Devine and McLean of New York; Lies, of Chicago; Hubbard of St. Louis; Kingsley of Chicago; Steele, Levin, and Magruder, of Baltimore; Cosper and Martin of Washington; Morris of Denver—all tireless, alert, fearless of hardship and with an experience which meant efficiency, command, the making of every hour count for accomplishment. . . .

"With amazing rapidity the tremendous and complex problem of organizing for a careful and systematic work of relief in 150 cities and towns yielded to the effective measures of the Red Cross agents and the local relief committees. Orderly progress took the place of confusion, armies of volunteers were set to work canvassing the flooded cities and towns to make certain that all urgent need might be quickly relieved and information gathered on which to base plans for permanent rehabilitation of the homes of those who suffered losses too heavy to be borne from their own resources. One week after the flood, Governor Cox announced that he had reason to believe that not a flood sufferer in Ohio remained without shelter, food, and clothing, and it is believed that this was substantially true in the other states."

In New York City, in 1912, occurred what was known as the "shirt waist factory fire." It was an appalling disaster. Many young women found themselves trapped in the building after the fire had started and there was a great loss of life. The Red Cross Emergency Relief Committee of the Charity Organizations of New York, which is an Institutional Member of the Red Cross, barely had ended its relief work among the families of the survivors of the fire when news came of the sinking of the great trans-Atlantic liner, *Titanic*.

The survivors of the *Titanic* disaster reached New York City on April 18, 1912, on the steamship *Carpathia*. Mayor Gaynor had opened public subscriptions for the relief fund, and he asked the Red Cross Emergency Relief Committee to direct the expenditure of the money which was contributed. Working with the committee was the Women's Relief Committee, a voluntary organization. Other funds raised by other American cities were sent to Mayor Gaynor and entrusted to the care of the Red Cross Committee.

The relief disbursements in direct connection with the *Titanic* disaster amounted to $157,273.57. The cost of the service rendered in the distribution of the fund amounted to only about three per cent. of the fund itself. This small amount included all the expenses incurred. In some instances the widow and children of immigrant passengers who lost their lives on the *Titanic* were found in remote villages, in Hungary, Sweden, Russia, and Syria. The Red Cross Committee found out these dependents and in collaboration with organizations abroad extended to them the relief which in a great many cases was absolutely necessary for their livelihood.

The San Francisco earthquake with the fire which instantly followed it has taken its place in history with the greatest of the world's disasters. Books have been written of the relief work performed in the Coast City immediately following the almost overwhelming catastrophe. At that time the American National Red Cross had just been rejuvenated and re-organized. Its distinguished services under the leadership of Dr. Edward T. Devine, coupled later with the no less valuable aid of Mr. E. P. Bicknell, is told by Mr. Charles J. O'Conner in the "San Francisco Relief Survey; The Organization and Methods of Relief Used after the Earthquake and Fire, April 18, 1906," published by the Russell Sage Foundation.

The difficulties in the way of coalescing the

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THE MISSISSIPPI FLOOD OF 1912

Upper picture: a flood relief station around a Carnegie Library. Lower picture: marooned, and waiting for the relief launch. The Red Cross expended over $27,000 during this flood, saving many lives and succoring hundreds of flood victims

Upper Photograph Copyright by T. C. Manning

THE OMAHA TORNADO OF 1915

Upper picture: the tornado cloud. Lower picture: the path of the tornado through the city. Since the Red Cross was reincorporated in 1905, it has managed over 80 civilian relief operations, both at home and abroad, and has expended for the relief of suffering humanity more than $15,000,000 in cash and supplies besides contributing an untold amount of service by volunteers

efforts of the United States Army and the various relief societies quickly were overcome even at a time when chaos seemingly existed. The work of the Red Cross concerned itself with almost every form of relief. Its labor ranged from actual rescue work to the housing and the feeding of the destitute and to the rehabilitation of the people when conditions approached the normal.

These brief paragraphs can only suggest to the reader's mind and imagination the splendid devoted services of Red Cross men and women

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Photographs by Robb

THE SALEM FIRE

Upper picture: one of the refugee camps with the Red Cross nurses' headquarters in the foreground. Lower picture: the homes of the Salem factory workers were wiped out of existence. The Red Cross not only afforded them temporary food and shelter, but sought to find other employment for the workers and to put each family in a position to create a new home for itself

in the hundred campaigns of the past ten years against the tragic effects of disaster. Unconscious heroism is a repeated incident of their daily doings; their sympathy expresses itself in work, made more effective by their practical knowledge of suffering. The tender heart means with them active hands, directed by alert brains.

The Red Cross stands for Service. The Red Cross means Relief. Its work is not cold, over-cautious, nor statistical. It labors for humanity, and in the highest sense its labor is without money and without price.

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THE SAN FRANCISCO EARTHQUAKE

Upper picture: open air dining place for refugees. Lower picture: Telegraph Hill, San Francisco, after the earthquake and fire. When disaster occurs the first step is to form a central committee to which shall be given complete control of all relief operations of whatever character

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Lower Photograph by Julian A. Dimock

FOREST FIRES

Upper picture: a steel freight car in which refugees from a forest fire near Metz, Michigan, were burned to death. Lower picture: a forest fire. Yearly millions of dollars' worth of property and many lives are lost by these fires

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A VOLCANO ERUPTION

The list of disaster reliefs in which the Red Cross has participated includes typhoons, famines, earthquakes and eruptions, floods, cyclones, mine disasters, fires, forest fires, hurricanes, plagues, shipwreck, refugees and exiles, sick and wounded, war relief and anti-typhus campaigns, etc., etc.

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Photograph by Webner

TEMPORARY RELIEF QUARTERS

When a disaster occurs within the jurisdiction of a chapter or adjacent thereto, the chapter is expected to take the lead instantly in arranging systematic relief measures and setting the machinery into operation and, by every proper method, to represent the American Red Cross until the arrival of the Director of the Division, or other authorized representative of the Director General of Civilian Relief. After the arrival of the ranking authority the chapter is expected to continue to participate in the relief operations actively in an important capacity

AFTER A VOLCANO ERUPTION

Because of its experience and organization the Red Cross is immediately able to give relief when disaster happens with a maximum of efficiency and minimum waste of time and money

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THE S. S. "RED CROSS"

At the beginning of the Great War, the Red Cross organized and equipped sixteen hospital units which were sent abroad These trained organizations were more than welcome at a time when the Red Cross facilities of every country were greatly overtaxed

Photograph by International News Service

IN EVERY WAR-STRICKEN COUNTRY

"This organization of our countrymen has brought relief to every nation in the Great War. Its skilled workers have cared for the wounded of every army, have gone through the desolate Siberian plains to bring help to thousands of prisoners, have fought disease in pestilence-ridden Serbia, and have brought hope to countless non-combatants, men, women, and children. Wherever these Red Cross men and women go, they are carrying the message that Americans cannot rest without seeking to relieve such suffering." From a letter of President Wilson.

ONLY by a study of the war map can you really understand the great scope of the work of this devoted body of men and women. I have known of their activities since the beginning of the Great War, perhaps better than most men. But a fresh and larger sense of what they mean was given to me by Mr. Eliot Wadsworth, Acting Chairman, when he stood before a large map in his office in the splendid new Red Cross building at Washington, and ran over rapidly with his pencil the points where his devoted co-workers have carried on operations. Under his guidance the mind's eye travelled rapidly from the snowy stretches of Siberia, where the lot of 1,250,000 German and Austrian prisoners has been made easier by the ministrations of Red Cross representatives, down to Beirut, where food, clothing, and medical supplies are being dispensed, on to Saloniki; then to Serbia, where the typhus plague was conquered; to Rome, where soup kitchens are being maintained and supplies dispensed to the poor by the War Relief Clearing House; to Paris, where the American War Relief Clearing House is operated; and, finally, almost completing the circuit, to Archangel, Russia, where Red Cross supplies were imported, intended for the wounded in the hospital at Kiev. Draw a line between the points on the map at which Red Cross committees are at work and you will have completely surrounded the scene of every battle that has been fought during the war, with the single exception of Kiauchau. This will not convey anything like an adequate representation of the extent of the Red Cross work, however, for its expeditions have worked within the war zone, ministering to the people within the iron ring of battle, and behind the blockade where supplies could not be imported and only money could be used to check the suffering of the wounded and the starving.

The first work undertaken by the Red Cross after the outbreak of the war was military relief. Hospital units, sixteen in number, consisting each of three surgeons and twelve nurses, were sent to Austria-Hungary, Belgium, England, France, Germany, Russia, and Serbia. Each of these units operated a military hospital of three hundred beds and was an important reliance of the military authorities of the country to which it was assigned in caring for the wounded. In that period, the belligerent nations were learning the lessons of preparedness not only in actual military operations in the field but in the work behind the battlefronts where the wounded had to

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be cared for. It is now a matter of history that many of the nations in the war found their facilities inadequate for treatment of the wounded. Engagement after engagement came to demonstrate that sufficient provision had not been made for the number of casualties which had to be dealt with. In the period when the various governments were rapidly expanding their field hospital services, the Red Cross units were utilized to the fullest extent, oftentimes meeting demands far beyond their normal capacities, and meeting them in a fashion that won the gratitude of all the peoples they served.

Then the world outside of the war zone began to obtain a fuller realization of the magnitude of the horrible experience which had befallen humanity. The Red Cross began to note opportunities for humanitarian work in territory removed from the battle areas.

Perhaps the one greatest triumph was won in Serbia. It was there that Dr. Richard P. Strong, representing both the Red Cross and the Rockefeller Foundation, headed an expedition that rid the nation of a typhus epidemic more deadly even in its effectiveness than the Austrian armies. That was in 1915, when Serbia was as yet unconquered and when she lay without the lines of the Teutonic armies. Later, when the Austrian legions had swept over the whole country and subjugated it just as Germany had subjugated Belgium in the early months of the war, the agents of the Red Cross at Belgrade continued their activities under a new government.

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DR. RICHARD P. STRONG AND DR. EDWARD RYAN

The work of these two American doctors, together with the devoted Americans who were with them in Serbia, will stand out as one of the greatest medical and relief achievements during the Great War. Through two invasions they tended the wounded, directed the relief of the destitute civil population, and fought and conquered a terrible typhus epidemic

The story of Dr. Edward Ryan has many elements of picturesqueness and romance. Upon the hurried flight of the Serbian authorities, he organized an unofficial police force for the City of Belgrade and for several days was virtually in charge of the Serbian capital. Dr. Ryan saved thousands of lives, he arranged matters with Austrian generals, he endured a siege of the dreaded typhus from which he nearly died, and later, he helped secure food for thousands of destitute people. For his work, Dr. Ryan received the French Legion of Honor, and decorations from Serbia, Montenegro, and Albania. A fine representative of America and the American Red Cross spirit!

Until the Austrian lines swept over Serbia, the Red Cross committees had free access to ports of importation, and therefore experienced no difficulty in getting hold of supplies made available by contributions from America. With Serbia conquered, however, the situation was completely altered. Only two sources of supplies remained. These were Rumania and Switzerland. Supplies and condensed milk were transported over the railways from Switzerland to Belgrade, where the Red Cross committees acted as humanitarian agents of charitable organizations in Switzerland. From over the Rumania border, the Red Cross Committee imported large quantities of grain purchased with money donated from America. This grain was taken to Belgrade and milled under the direction of the committee in establishments rented for the pur-

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FIFTEEN MOTOR AMBULANCES, A GIFT TO RUSSIA

The Red Cross hospital at Kiev and the care of prisoners in Siberia and Russia are among its many and varied activities in the Great War. More than four million dollars in money and supplies, besides the large personnel, has been sent by the Red Cross to Europe

pose. Thousands upon thousands of the destitute Serbs, who had remained behind when their soldiers retreated, were thus fed and kept alive through the ingenuity of the Red Cross. When Rumania entered the war, that source was closed, leaving only contributed supplies from Switzerland wherewith to operate.

Syria faced suffering akin to that of Serbia. Starvation was abroad there. A plague of locusts came to accentuate the food shortage, and another case was furnished of a people unable to bear their burden alone. As quickly as possible the Red Cross arranged for cooperation with Professor St. John Ward of

AMERICAN RED CROSS HOSPITAL UNIT AT PAIGNTON, ENGLAND

From London to Vladivostok, from Archangel to Beirut, the American Red Cross has extended its humanitarian hand to the wounded on the field of battle, to the prisoners in a foreign land, to the destitute in invaded countries, to the exiles from their homes. Amid war and famine and plague and the terror of the unforeseen, the Red Cross workers and materials and money have gone toward showing the rest of the world the humanitarianism for which the people of the United States stand

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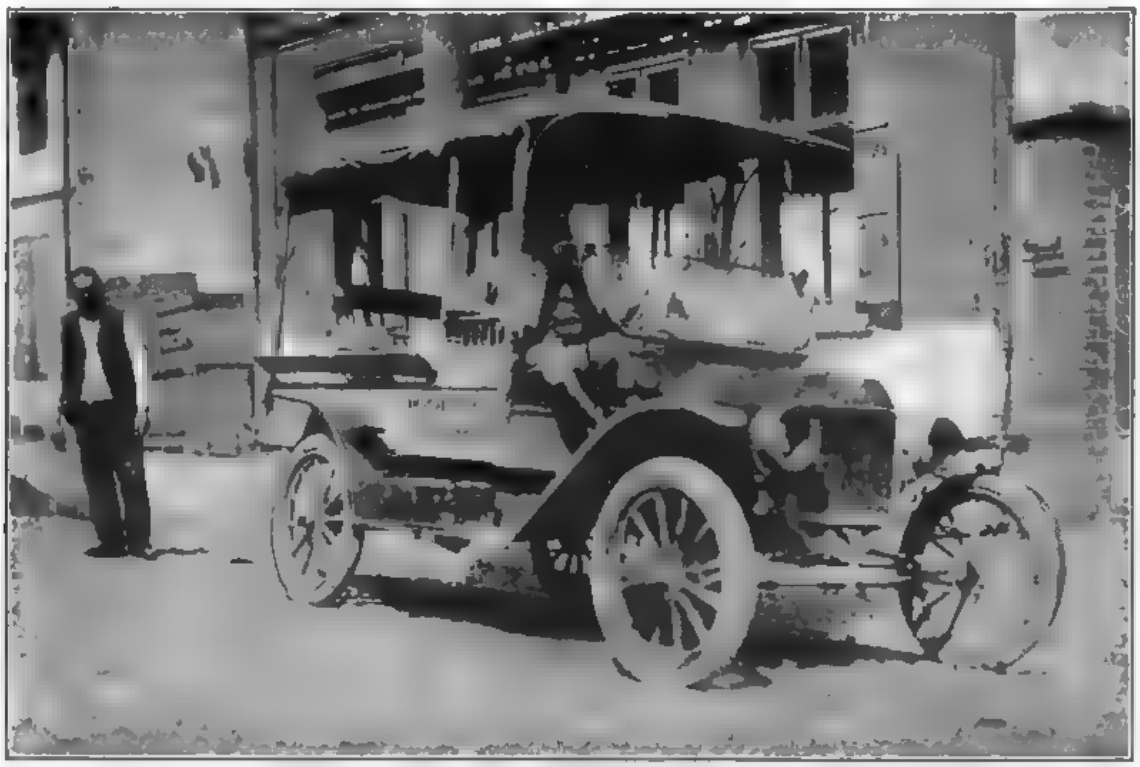
the American Missionary College at Beirut. Later, by conjunction with the Armenian and Syrian Relief Committee, a cargo of food, clothing, and supplies was gathered and started for Beirut, where it will be distributed under the joint supervision of the Red Cross and the Turkish Red Crescent. A Red Cross Committee undertook to care for 5,000 refugees brought from Armenia to Egypt.

The files in the Red Cross Building in Washington, containing the reports of the War Relief expeditions, hide many such stories of intense human interest. They reveal, among other things, that the requirements the Red Cross workers must possess, along with surgical skill, organizing ability, and bravery, are the qualifications of diplomats. It was diplomacy, for instance, that enabled the Committee at Belgrade to remain there as long as it did and to succeed as it did succeed in getting supplies transported despite the official red tape. The same exactions have been made in practically every field where the Red Cross operated. It was diplomacy, too, that enabled the Red Cross committee at Alexandria to set up refugee camps for the accommodation of 5,000 men, women, and children who had fled from the scourge of the Turk in Armenia, and to find employment for a sufficient number of these refugees among the people of Alexandria to make the colony self-supporting. It is this qualification that is enabling the committee at Saloniki to extend the sphere of its influence to the north from that point in the districts where the people are in need.

The many-sidedness of the Red Cross activities is well illustrated in Russia. The military hospital at Kiev was an outpost, so to speak. It was operated by Red Cross surgeons and nurses, and maintained by supplies imported mainly through Archangel. This hospital is a splendid example of the efficiency and resourcefulness of the Red Cross workers. Were adequate statistics available as to the number of cases treated and the number of lives saved, of the wounded soldiers taken into the care of these units, the story could be more effectively told, perhaps; but it is sufficient to say that they have accomplished wonders, and that the Russian people will always remember with gratitude the work of the Red Cross at Kiev.



RED CROSS AMBULANCE IN EUROPE

Every dollar spent, every box of supplies sent, and every volunteer who goes to Europe in the name of the Red Cross, reflects a credit to you personally; for the American Red Cross belongs to the whole American people. Have you done your part? Are you a member of the Red Cross? Or are you taking credit from the peoples of the world for something you have neither helped in nor supported?

In the Siberian prison camps life goes none too softly with the men who have been captured by the soldiers of the Czar. There, the Red Cross agents are looked to not only to distrib-

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ute the medical supplies and food placed at their disposal, but to assist in the work which other humanitarian organizations have undertaken; and more important still, to work judiciously for the improvement of general prison conditions. The relief work in the Siberian prison camps is carried on with supplies imported across the Pacific from the United States, or purchased in China. These supplies are carried from Vladivostok and Tientsin over the Siberian railroad to the distant prison camps.

THE AMERICAN RELIEF CLEARING HOUSE, PARIS

To get away from the great amount of lost motion, money, and time in distributing relief supplies from America, the extremely efficient American Relief Clearing House was organized, through which now goes all Red Cross contributions to France

Two facts emerge out of the work of the Red Cross in Europe and Asia. The one is that a work of real magnitude and of high humanitarian importance has been carried on most efficiently by this official relief organization of the American Government. The second fact is that the Red Cross has recognized practically no limitation to its readiness for great undertakings save that of the support given to it in America. Only last fall the funds of the organization were nearly exhausted, and it became necessary for President Wilson, as official head of the Red Cross, to issue an appeal in which he said: "But now our funds are well nigh exhausted. We find ourselves at the point where activities must be seriously curtailed and we must turn away from the heart-breaking appeals brought by every European mail unless, by your contribution, you help us to continue. It is for you to decide whether the most prosperous nation in the world will allow its national relief organization to keep up its work or withdraw from a field where there exists the greatest need ever recorded in history."

The nation responded to the President's appeal in a fashion that made it unnecessary for the Red Cross to discontinue its work, but the extent of the support thus secured left much to be desired by those who wanted to see the Red Cross work given a scope really commensurate with the strength of America.

It is not the purpose of this article to put forward anything but a suggestion of the activities of the Red Cross in Europe and Asia.

From Beirut to Archangel, from Liverpool to Vladivostok, the American Red Cross has reached out a helping hand to those wounded on the battle fields of the Great War, to those who are prisoners in a foreign land, and to those civilians who have suffered the hardships and terrors of living in a country invaded and held by the enemy, to exiles and to destitute dependants whose breadwinners have gone to the trenches never to return, or to return as wrecks of humanity—a mere memory of their former selves. More than four million dollars, either in money or in material and comforts, has gone from America to the belligerent country through your Red Cross. And with these gifts have gone hundreds of American men and women, who have braved the shells on the battle fields, the typhus of a plague-ridden country and the rigors of destitution and hardship which exist wherever war is found.

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which are the product of needlework and the sewing machine. Here, in the preparation, packing, and shipment of these supplies, in sewing shirts for soldiers, if by shirts you include bandages, bathrobes, pajamas, sheets, pillow cases, and other articles which a hospital patient needs, American women will find opportunity for patriotic service. Indeed, they *must* find it here if the United States enters upon any war which puts a strain upon her resources of men and materials. Such a war would fill the military hospitals with wounded men, whose lives may depend upon the steady flow of these supplies into the hospitals. Much of the Red Cross effort at present is being directed to the spread of instruction to women to the end that in the emergency they may know how to prepare these supplies to conform to the adopted standards.

Photograph by Harris & Ewing

MISS CLARA D. NOYES
Director of the Bureau of Nursing Service

You may think of the war nursing service as a pyramid. The apex, which alone comes in contact with the fighting forces, is the small group of professional nurses. Behind these comes a slightly smaller group of nurses' aids, non-professional women selected from the Red Cross training classes, who will have charge of the housekeeping arrangements of the hospitals, and who will also to some extent be permitted to give nursing attention to soldiers in convalescent homes and camps.

But the base and most of the superstructure of the pyramid are the tens of thousands of capable women everywhere in the United States, in the big cities and the small towns, and on the farms, who will keep the small professional service supplied with hospital necessities, attending in various capacities to their manufacture, collection, packing, and shipment to central depots. Here the average woman must find her opportunity. The sacrifice of time and money for such service is not as inspiring as the direct ministration to mangled and bleeding men in khaki—the movies will not pay so much attention to it—but who shall say that because of its prosaic drudgery it is not after all the more heroic? Who can measure the patriotism which will keep women on lonely farms day after day bending over this work, with none to applaud or even to know of the loving care put into those stitches?

There is much popular misconception of the number of nurses required by an army in war. Whatever criticisms may be heard upon the state of American preparedness for war in trained men and potentialities for supplying munitions, no such criticism can be brought against the war nursing service of the Red Cross. The United States is not only adequately prepared in this respect, but it is the only nation on earth ever so prepared before war came.

That this is true is due largely to the plane occupied by American women. With us women are welcomed into the professions and many of the trades on equal terms with men. The work of women is dignified in the United States. The nursing profession has thus been able to recruit from a superior class. American hospitals are the best in the world to-day because of the nursing. The American Red Cross units were eagerly welcomed by the European belligerents for this reason.

Our Red Cross Nursing Service is organized and officered by professional nurses. England has recently undergone a sad experience from pursuing opposite tactics before war came. There the Red Cross service was largely made up of non-professional women with some training in hygiene and first aid. When war came this service attempted to supplement the work of the British army nurses, and it was not until professional nurses were called in to the rescue that a frightful muddle was straightened out.

One nurse to every 200 soldiers is the requirement in modern conflict, as the war in Europe has demonstrated. The proportion of sick and wounded to the entire army is about 5 per cent. That is, if we throw 1,000,000 soldiers against an enemy, at least 50,000 of them will be in the hospitals continually. In a war hospital the average proportion of patients to nurses is ten to one.

The war nursing of the future will be done by the Red Cross and by the regular nurses of the

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Army and Navy, of which there are from 100 to 200 in each branch. The Red Cross nurses are what might be called the nursing reserve, as they serve only upon call, whereas the Army and Navy Nurse Corps are on duty all the time. When working together in the same hospitals, the regular service nurses outrank the Red Cross nurses, but Red Cross nurses may, and often will be, put in charge of base hospitals as chief nurses.

Of the part taken by these professional women little need be said here. They perform the well-known part of the nursing service. Their business is to assist the surgeons in the hospitals in saving sick and wounded soldiers from death and restoring them to health, for upon such preparedness even the safety of the nation may depend.

Something should be said, however, about the spirit of these nurses and the morale of their corps. They regard their pledges to service as the soldier does his solemn oath. During the recent Mexican border troubles, 250 or more Red Cross nurses have been serving in the army hospitals. All of these nurses went cheerfully, even eagerly, to the border, although the service invariably meant financial sacrifice to them. The service pay of $50 a month is only half the sum a graduate nurse usually earns in her profession.

The professional nursing service, which is now eight years old, having resulted, in 1909, from the affiliation of the Red Cross with the American Nurses' Association, consists of the National Committee in charge (Miss Delano, chairman), the state and local committees, and such other committees as the National Committee may appoint. The service also includes all enrolled Red Cross nurses, including the members of the Town and Country Nursing Service, enrolled dietists, and women volunteers selected for service in military and convalescent hospitals or assigned by the Red Cross to assist in the care of the sick.

Miss Delano is commander-in-chief of the service. The work of her committee embraces the adoption of standards for enrollment, the appointment of the subordinate committees, and the direct control of enrollment and other general matters pertaining to the service.

When organized for war the nurses are grouped in base hospital units, navy detachments, and emergency detachments; of these the personnel consists of 50 active and 15 reserve nurses and 25 active and 25 reserve nurses' aids for the base hospital units, proportionately smaller numbers of nurses for the navy detachments, with the emergency groups consisting of small reserves easily mobilized and available either for Army or Navy hospitals.

While the traditional picture of a Red Cross nurse places her with a fighting army, yet to the

Photograph by Brown Bros.

MAKING SUPPLIES FOR OUR ARMY

The Red Cross is anxious to have available a sufficient quantity of non-perishable goods to meet the first overwhelming demands should our country be involved in war. After war is declared, even if the money is available, the markets, factories, and other sources are so much upset that great delays would be inevitable

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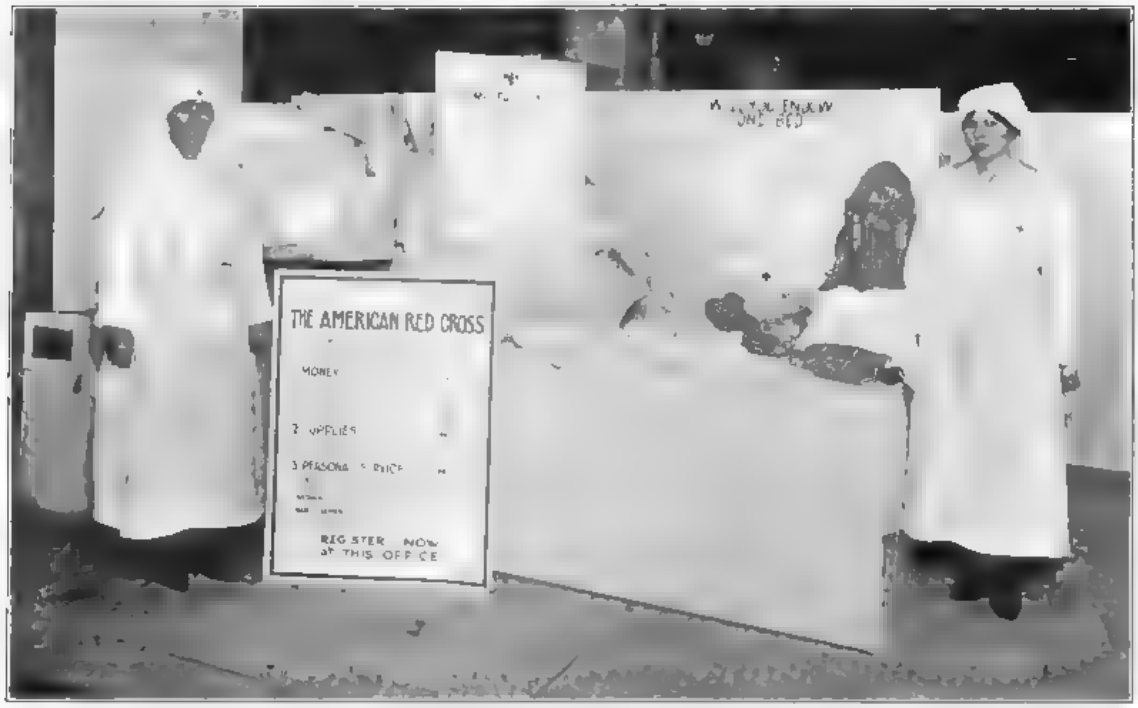

Photograph by Brown Bros

WORKING FOR OUR ARMY

It has always happened that when the needs of war arise the means of meeting them are not available, and a vast amount of suffering is caused which could have been prevented by proper foresight and coöperation. The patriotic women all over the country are now preparing so well that history will not repeat itself

people of the United States she is better known for her relief work in time of disaster. Professional Red Cross nurses reached the *Eastland* disaster in Chicago in time to resuscitate some of the half-drowned victims. This fire-department promptness also occurred at the time of the disastrous floods in Dayton and southern Ohio. Red Cross nurses were first to give relief to many isolated communities in this region as well as to the larger cities. In one case, two nurses in an outlying town not only cared for the population of that town, but they instructed every family in the care they must take to avoid pestilence after the flood should recede. That no serious epidemics occurred in the valley of the Ohio after this disaster is undoubtedly due in part to the hygienic instruction given by the Red Cross nurses.

The professional nurse enrolled in the Red Cross can find opportunities for public service other than those arising in the emergencies of war or disaster. The general public health and educational campaigns of the Red Cross are largely carried on by the enrolled nurses employed continuously in this work of peace.

A force of nearly 200 enrolled nurses is now employed in the teaching staff giving the Red Cross courses for women. There are three of these courses: Elementary Hygiene and Home Care of the Sick, Home Dietetics, and the Preparation of Surgical Dressings. Nurses also act as directors of the various teaching centres, which have already been established in New York, Philadelphia, Chicago, Cincinnati, Cleveland, Los Angeles, and elsewhere.

Finally, the professional nurse can find opportunity for public service under the Red Cross in the modern and admirable Town and Country Nursing Service. In effect this service is the extension of the visiting nurse system of the city to the rural districts. The Red Cross nurse thus has become a battler against the reduction of national vitality.

This work, undertaken by a chapter or in coöperation with affiliated organizations, has few if any rivals in importance among the various Red Cross activities in peace time. To-day 75 nurses are engaged in public health work in 23 states, and the work is expanding rapidly with great possibilities for future development. Many nurses are now specially preparing themselves to enter this service. The educational influence which the service is exerting upon the nation is discussed in another article in this magazine. It is sufficient here to say that the rural visiting nurse wearing the Red Cross is carrying the message of sanitation, hygiene, and better health into remote regions where it was never heard before.

These in sum are the principal fields of opportunity for the professional nurse in the

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General Form No. 1

SERVICE SELECTED.—INDICATE BELOW BY LETTER AND NUMBER (see other side).

FIRST CHOICE SECOND CHOICE THIRD CHOICE

Family name
Given name
Address
Telephone number
Date of birth
Place of birth
When and where did you acquire citizenship? (if foreign born)
Single, married, or widow
Any dependents?
What foreign languages do you speak?
Translate?
Are you a member of the American Red Cross?
Are you pledged to service in any other organization? If so, what?
Are you willing to serve without remuneration?
Do you hold Red Cross certificates in—
Elementary Hygiene and Home Care of the Sick?
First Aid to the Injured?
Home dietetics?
Surgical Dressings?
Are you willing to serve in civil hospitals from which personnel have been withdrawn for war service?
What is your occupation, if any?
In case of war will you serve—
(A) Anywhere you are sent?
(B) Within limits of U. S.?
(C) In your home town only?
(Those volunteering for Base Hospital service must be in Class (A))
Specify qualifications and experience for service selected

Signature Date 19

(over)

DIRECTIONS FOR VOLUNTEERS

Women other than nurses who desire to volunteer for service may enroll on this card

(Enrollment form on other side)

A. (1) Sewing.
(2) Mending
(3) Linen room work.
B. Preparation of surgical supplies.
C. General supply room service.
D Packing—shipping.
E. Laundry service.
F. (1) Diet kitchen.
(2) Cook.
(3) Waitress.
G. (1) Housekeeping.
(2) Cleaning.
H. (1) Interpreter.
(2) Translator.
I. (1) Letter writing. (2) Reading aloud. (home service only).
K. (1) Clerical service.
(2) Stenographer.
(3) Typist.
(4) Accountant.
L. Telephone operator.
M Telegraph operator.
N Photographer.
O. Motor service:
(1) Contribution of motor.
(2) With chauffeur.
(3) With personal service as chauffeur.
P. Masseuse.
Q. Special (not classified above).

REMARKS by Red Cross Committee as to qualifications of applicant

Req. 17-158—Feb —1918

(over)

WHAT A NON-PROFESSIONAL WOMAN CAN DO

This form of enrollment card which any woman, desiring to offer services to the Red Cross, is asked to fill out, shows in how many different ways a woman can help in time of war

Red Cross. For the most part trained nurses will doubtless continue to be chiefly attracted by the Red Cross service in time of war or national calamity. But a blessed minority will always exist which is eager to give unselfish, unstinted service to humanity without thought of reward other than the joy there is in sacrifice. To these the ever-expanding social welfare work of the Red Cross offers the cause to which they can well afford to dedicate their lives.

II. THE NON-PROFESSIONAL WOMAN

Some weeks ago, a sweet-faced woman of gentle breeding and bearing came to Miss Delano, head of the Red Cross Nursing Service, to offer herself to that service in the event of war. The visitor, whose card announced that she was the wife of a well-known army officer, while only one of dozens of such callers at Red Cross headquarters, was unique in that she proposed a new and definite piece of work for herself

"I have been thinking about your nurses, Miss Delano—the girls who will go to the base hospitals with the army units," she said. "Who will look after them when they are away? I can imagine that the first excitement and glamor of war will carry them along, but after that, when the horrors of war begin to wear them down, and they grow lonesome and homesick and tired out, who will look after them then? Will there be any one to hear their confidences and keep them in a home atmosphere?

"I have raised a family of girls, Miss Delano. If any of my daughters were going away on this service, I know I should hope that they would find at the base hospital some older woman who could mother them when the task seems too great for their powers. That is the work I would like to do, if there is a place for it."

Miss Delano was quick to see the point—such service would do much to maintain cheerfulness and good morale in the war nursing

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units. Then and there she accepted this offer, and straightway created a new group in the nursing organization.

Another woman, who with her husband had been driven out of Mexico by the revolutions, called at Red Cross headquarters. Her experience in Mexico had included periods of siege during which it became necessary to feed masses of people from public kitchens. This woman had directed the work, and in that way she had learned how to buy food in quantities and how to prepare inexpensive menus for feeding the public.

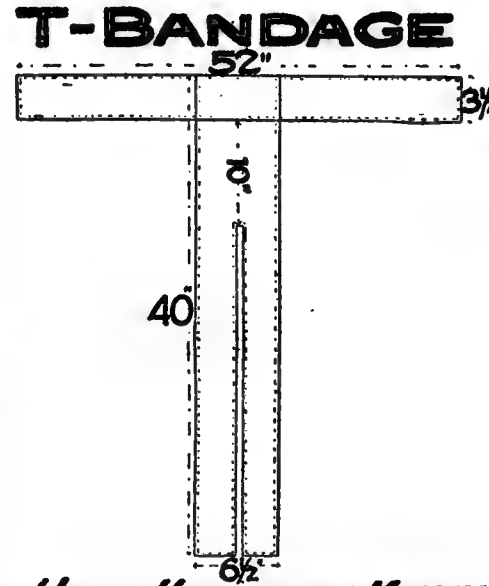
She came to the Red Cross with no particular idea of how she could be fitted into the war service, but she found her niche waiting for her. When there are great movements of American troops the Red Cross proposes to establish refreshment stations at intervals along the route of march. These stations must be in charge of experts, who know how much meat and bread to buy to make sandwiches for a thousand men, and what quantities of coffee to prepare.

Here is a service in which volunteer non-professional women may engage under the Red Cross. The organization is soon to undertake the instruction of women for army refreshment stations, so that the women in charge of these stations, given the number of men who must be cared for on the march, will be able to prepare menus and buy the proper quantities of provisions.

In these two instances we see that although the professional nurse will be chosen to minister to the sick and wounded in war, yet the Red Cross door is not closed to lay women who desire service. Of course, the trained, graduate nurse, able to meet the Red Cross requirements, which are more rigid than those maintained by many a civilian hospital, is the only one recognized by the society as competent to serve with the surgeons in the military hospitals; yet there will be room for non-professional women volunteers to find places in the panorama of war.

The Nursing Service has at present over 7,000 nurses meeting the Red Cross standard. But these nurses require a certain amount of assistance which can be furnished by the relatively untrained.

The most numerous class of these assistants are the nurses' aids, who are now being selected. In every war hospital there will be a large amount of work to which the professional nurses cannot find time to attend. Such work as the preparation of food in the diet kitchens and food for the hospital staff, the general housework of the hospital—cleaning and bed-making, the supply rooms and the linen



A "T" BANDAGE

It is most important that all supplies conform to the same standard. Therefore, the Red Cross has worked out a complete set of eight boxes needed for United States Army relief. When you start to make supplies be sure you have all the needed information. Your local chapter or Washington headquarters will supply it to you

rooms—there must be supervision of all this work, and this supervision in large part will be given over to the nurses' aids.

The aids are being selected from those possessing certificates in the Red Cross courses; in "Elementary Hygiene and Home Care of the Sick," and "Home Dietetics," and also in the course in the preparation of surgical dressings. Since it is only through these courses that a lay woman may assist in a military hospital, something about their organization, their scope and purpose, and how their instruction can be brought to any community should be told here.

The educational courses are under the direct supervision of Miss Clara D. Noyes, Director of the Bureau of Nursing Service, in Washington, who also has charge of organizing the nursing personnel of the various hospital units and the detailing of Red Cross nurses and aids to the duties assigned to them.

This instruction is carried on in two forms—in the teaching centres, where permanent

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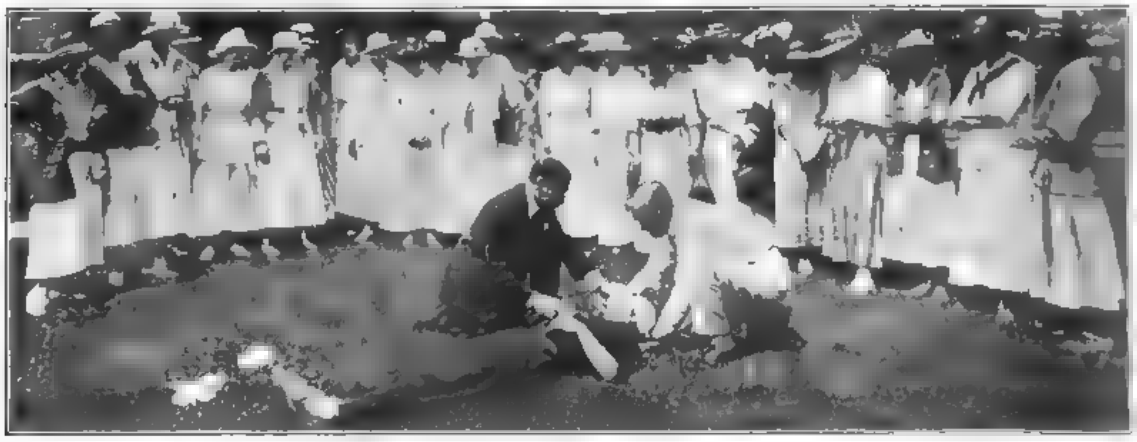
quarters are engaged and a teaching corps conducts continuous classes, and in individual classes. So extraordinary has been the interest displayed by women in this work all over the United States, that, in December, teaching centres with nurse directors and numerous classes of instruction had been established in New York, Brooklyn, Philadelphia, Washington, Cincinnati, Cleveland, Chicago, San Francisco, Pasadena, and Los Angeles. Since then a number of additional centres have been organized, while individual classes for instruction in the smaller cities and towns have sprung up in such numbers that the Red Cross headquarters in Washington, staggering under the burden of work which impending war has put upon it, has been unable to spare clerks to summarize the present extent of the instruction.



Photograph by Brown Bros

A FIRST AID CLASS

Chapters organizing classes of instruction are urged to conform absolutely to Red Cross requirements If this is not done, the class may find itself unable to secure a Red Cross examination and certificate

Already 6,000 certificates of proficiency in class work have been issued to women, and it is probable that as many more women are now taking the courses.

It may be said that the basic purpose of this instruction is not to fit women for service in war. Rather its purpose is to bring about better national health by spreading the art of preparing scientifically wholesome food and of proper home care of the sick. The surgical dressings course alone is a war measure, preparing women for the duty of making hospital supplies.

The course in hygiene and home care of the sick embraces 15 lessons, which cover the subject from the proper and sane knowledge of bacteria to the selection of articles which should be in the household medicine chest. The course which must be given by a duly authorized Red Cross nurse instructs women in home sanitation, personal hygiene, care of the house, bedding and bed-making, home nursing, and the symptoms of common diseases. In addition to hearing the lectures the class studies the Red Cross textbook on the subject, and an examination is given at the conclusion of the course.

The course in home dietetics covers 15 lessons of two hours each, with lectures and lessons from a textbook. The topics include hygiene of food, nutrients, meat and fish, milk and eggs, cereals (including bread making meat substitutes, vegetables and fruit, digestion, dietary standards, menu making, family meals, food for infants, food for school, and food for the sick. Instruction is given by dietists appointed by the Red Cross.

The course in the preparation of surgical dressings, a late innovation in this educational system, consists of eight 3-hour lessons instructing the class members mainly by actual demonstration how to prepare the long list of surgical dressings to meet the standards set by the Red Cross. There is also some instruction in the theory of sterilization, sepsis, and antisepsis. The students are taught how to wrap dressings and line and pack Box 1 of the standard Red Cross series of boxes of hospital supplies. In this series, Box 1 contains the emergency surgical dressings used in base hospitals.

The way to get these courses of instruction is continually being made easier. In the large cities women can enroll for the classes in the teaching centres, which are usually located in convenient places. In Philadelphia, for instance, classes are conducted in the Wanamaker department store.

But there are few localities in the United States in which any woman, genuinely interested upon receiving this instruction, cannot find the opportunity. In any case, the first step is to

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write to the Red Cross Bureau of Nursing Service in Washington. If the applicant lives near a teaching centre she will be referred to the nurse director there. If she lives in a small town or rural community she will receive full instructions how to organize an independent class.

To do the latter she must find nine other interested women, for the classes are not conducted for less than ten nor for more than twenty members. When the class is organized according to the established rules an instructor will be provided. When the courses in surgical dressings were first inaugurated it was impossible to provide teachers *ad libitum*, for the reason that the first instructors were all nurses whose numbers are limited. Since then many of the more proficient in the classes have been designated as teachers. In this way the system is now spreading over the country like an endless chain.

For women anxious to be of patriotic service to the Government in time of war, the course in surgical dressings is the most important of the three. In any serious conflict the military hospitals will use enormous quantities of these dressings. Indeed, it is not too much to say that special bandage factories may be necessary to supplement the best endeavors of the home workers in this service. The women trained by the Red Cross will be invaluable to the Government as supervisors of such workrooms. Women of wealth can find opportunity for service by taking the course in surgical dressings and holding themselves ready to employ other women to work under their direction.

The many women who have not the opportunity to attend the classes can help the Red Cross in the event of war. In the list of nursing supplies for the war hospitals are many articles which can be made by a good needlewoman without special instruction. The Red Cross has lists of these articles, patterns, and diagrams for making them, and even samples, which can be furnished to those volunteering for this service.

Large city chapters of the Red Cross may contract to provide all the supplies needed by an entire base hospital unit. For such a quantity of supplies the material alone costs in the neighborhood of $9,000. From organized effort of this magnitude the work will be parcelled out down the line until you will find rural groups of women supplying a dozen bandages at a time.

There is other active work, too, which women volunteers may undertake in the event of war. The various Red Cross state and local headquarters will be busy places, requiring plenty of assistance. Just now the organization is enrolling motor cars, either with personal service or with hired chauffeurs. At present, nothing more is contemplated than the use of this service by various Red Cross headquarters within the United States, but it is possible that this service might be used to some extent with the Army if it were sent to foreign soil. Another line of opportunity for women acquainted with foreign languages is the service of translators and interpreters needed by our military hospitals outside of the United States.

While war is now uppermost in the minds of those efficient women who have organized and are managing this great institution, yet the Red Cross offers a field for noble service by non-professional women in time of peace. One opportunity not to be slighted is the chance to engage in organization work, starting new chapters where none exist to-day and thus spreading the influence and augmenting the power for good of the only philanthropical institution which has the official recognition of the American Government.

The Red Cross chapters should give special attention to the four courses of instruction which may be organized through chapters.

First Aid (for women and men—10 lessons).

Elementary Hygiene and Home Care of the Sick(for women—15 lessons).

Home Dietetics (for women—15 lessons).

Preparation of Surgical Dressings (for women—8 lessons).

It is the desire of the American Red Cross, as far as possible, to delegate to the chapter committees the management of these training courses. At the same time the educational standards should be maintained at the highest possible point and the work should be expanded to cover the greatest number of people in each community.

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WHAT A MAN CAN DO

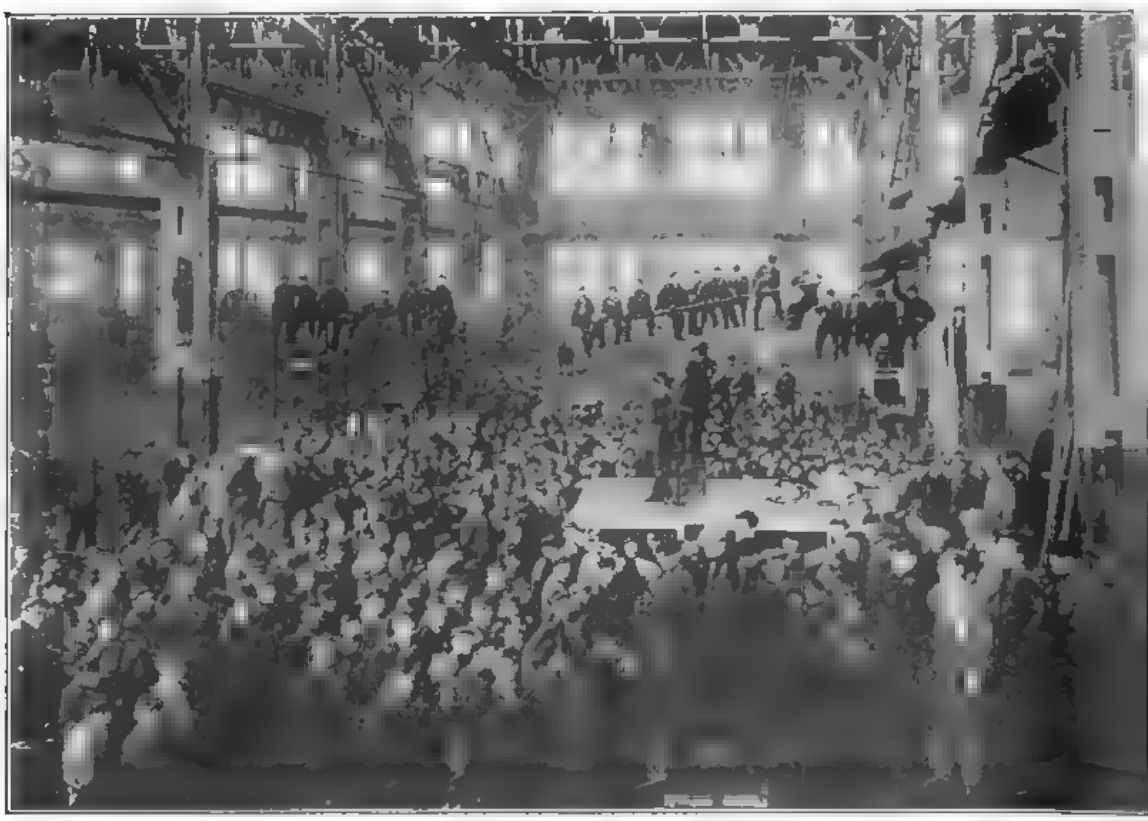
WHAT can a man do in the Red Cross? A hundred and one things; here is a list of some of them. But first: Are *you* a member of the American Red Cross? That may seem to be a foolish question. On inspection, it isn't. There are 300,000 members of the Red Cross; and when it is figured down it comes to about one man in every 450 throughout the United States. Are you surprised that I ask are you a member of the Red Cross? But there is better evidence than just statistics. When the diplomatic crisis came with Germany, on the 1st of February last, great numbers of patriotic men came to local Red Cross headquarters and offered their services. They were willing and anxious to do anything; their places and their time and, in many cases if need be, their money was at the disposal of the Red Cross. And yet it turned out that a large number of these men were not members; even when they offered themselves and their resources to aid in preparing for a possibly impending calamity it did not enter the head of many that the first and obvious step was to join.

Yes, the first thing a man—or for that matter, a woman, or child—can do is to join the Red Cross.

But suppose you are a member—and this article isn't really of much use to any man who isn't, for he's like Mr. About-To-Do-Something-But-Never-Gets-Round-To-It, who you meet every morning in the street—then what can you do?

Here is what one man did. He found that the American Red Cross was handicapped by inadequate facilities for storing the immense amount of material it was shipping to Europe for the war sufferers, and that they were paying large storage charges. He owned large warehouses. Since near the beginning of the war he has stored these supplies free of charge. That means that the money which would have gone toward these charges has gone toward increased supplies.

In February, a man came into one of the Red



Photograph by Bunnell

THE RED CROSS IN RAILROAD SHOPS

If Red Cross courses for men, employees in every line of business, were not worth while, not only from the humanitarian point of view but also in a saving of dollars and cents, many great corporations from the Atlantic to the Pacific would not foster these courses nor in many cases make them obligatory

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Photograph by E. E. Rutter

THE BUSH TERMINAL, BROOKLYN, N. Y.

Where all supplies sent for relief to Europe by the Red Cross have been stored and handled without charge. At the present time one of the handicaps of the Red Cross is the lack of storage facilities for the supplies for our own Army, which patriotic citizens are supplying in increasing quantities

Cross rooms where more than 500 women make bandages and supplies, both for our own Army and for Europe, took off his coat and every day since has been there on the job, helping; moving boxes, superintending the shipping, etc. I found him mending a desk. He says there is work there to-day for two more such men.

Do you know the work of the Rural Nurses? It is one of the greatest things the Red Cross is doing. One man I know heard the story and the idea. It so fired his enthusiasm that he went back to his rural community, enlisted a few of his friends, and started a campaign of education for health, clean living, sanitation, and wholesome food. A nurse was installed in the community despite an apathetic hostility on the part of most of the country people. Now, less than a year later, any one suggesting sending the nurse away would be in danger of being lynched. Moreover, the whole country has taken on a different aspect, the houses are clean, yards, which heretofore had been the playground for children, pigs, and chickens alike, are in order, and the pigs and chickens are where they belong. You may say the nurse did it; but it was a man who started it—and there are forty-eight states full of rural communities where a man or a group of men can do the same thing.

Do you own a store or a warehouse? Many is the store that has given empty space for Red Cross work; and many the storekeeper who has acted as a depot for Red Cross supplies. All over the country there are women working, making bandages, comfort bags, surgical dressings, hospital supplies of every kind for our Army and abroad who need the coöperation and help of men.

Do you own a factory; or do you work in a factory, on a railroad, in a mine, or at any kind of mechanical trade? You have all heard of First Aid; do you know anything about it? Knowing how to apply a tourniquet may save a man's life before the doctor comes; or if you are in the trenches sometime when a war comes, the first rudiments of first aid may save your side partner or yourself. Don't let it get into your head that first aid is alone for women's classes. Many a mine and many a factory and most of the railroads have organized and support first-aid classes. And yearly there is great competition between different teams for prizes. If first aid for men, employees in every line of business, were not worth while, not only

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from the humanitarian point of view but also in a saving of dollars and cents, would you find that great corporations from the Atlantic to the Pacific not only fostered these courses but in some cases made them obligatory?

What can you do? You can learn first aid and persuade others to learn first aid. Form a class, write to Washington to the National Red Cross headquarters, and they will see that you get competent instruction.

Suppose the "Limited" was wrecked in your town and a couple of hundred people were killed or injured -what would you do? Have you any organization to adequately cope with such a calamity? If you have a Red Cross chapter in your town you have; for although it might take some time to form a committee to collect funds for the relief work, your Red Cross committee has a place to call on, which has funds which are made immediately available—and your Red Cross committee will know just where every person could be best cared for until relief arrived; could get the transportation and food and clothing and all the other innumerable details of relief of a great disaster. This all sounds simple to lay out beforehand, but it isn't. Some committee must have had a plan prepared, otherwise unless there chances to be some Napoleon of organization present, untold suffering and delay will result.

The Department of Chapters and the Department of Civilian Relief will tell you how to organize for emergencies. But more than that: you have a dozen social business clubs in your town or belong to a dozen in your city While you have saved the fate of the nation many a time at meetings and your board of trade has boomed the enormous possibilities of your great metropolis, did you have a Red Cross chapter to take care of the victims of the last great fire? And, if you did have, was it organized that the board of trade or mayo would naturally turn to it as the obvio place to get assistance and nurses and volu teers who were trained in first aid and rel work? And did you have supplies available the rescue work or did you know where turn to get them? It is not so simple as seems; there is real definite work in relief p paredness which needs careful planning a cooperation. During the Ohio floods, in 19 Mr. Patterson of Dayton, turned his gr factory and force to relief work and the ganization made a marvelous record of ficiency. However, if another flood should co to Dayton, the whole city, and in fact that wh river valley is prepared to handle the sit

Courtesy of the Bureau of Mines

FIRST AID IN INDUSTRIES

In 1910, there were 2,225 fatalities reported in the mines of the United States. A large number of the mines throughout the country have organized first aid classes, given under the direction of the Red Cross

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tion. It has gone further than that; that section of the country has gone about preventing another such occurrence by working out and putting into effect a flood control plan. That isn't the work of the Red Cross chapter in Dayton, but the Red Cross holds as one of its proudest records its work in that flood, and the people of Ohio recognize the great relief work it did in coöperation with the local and state authorities.

Throughout the country there are now organized a large number of Red Cross Life Saving sections, and they hold a record to be proud of. You can learn life saving. The course is given under the direction of the Department of Military Relief.

A LIFE SAVING CORPS

Many of these corps have been organized under the direction of the Red Cross, while as a result of this effort many of the largest schools and colleges are teaching their pupils to swim

That, in general, is the work for a civilian in times of peace; to join the Red Cross, to prepare yourself and your community for relief in case of disaster, and to influence your club, or your business, or your employer to prepare and to organize.

But suppose your country is going to war, and war is at our door; what can a man do? Of course, if you are a doctor, either in peace or war, the answer is obvious. Your services should be at the disposal of your country, and as the Red Cross is the official second line of medical defense, your services should be at their disposal to be used wherever they can be put to best advantage. The fact that you are a doctor or a surgeon should automatically place you in the same position to the Red Cross, either in case of civil disaster or war, as an officer in the Federal Reserve is to the Army. There can be no two opinions about that.

But if you are a civilian, look at the diagram on the next page and you will see some of the workers that are needed and needed immediately. Look at the three little squares at the top of the left hand diagram. Have you prepared beforehand so that you can have "Yes" put opposite one of those squares? It's not a hard job to acquire any of these qualifications and you will be immensely useful, for there are not as yet enough men trained adequately to fill these positions.

A number of factories and business concerns and clubs have started sanitary training detachments or ambulance companies; and various large hospitals have organized base hospital units. Don't get it into your head that because you can drive a Ford or a Mercedes that you are a full-fledged ambulancier. You are not! It takes training and organization to make an efficient ambulance company.

A sanitary training detachment is as important in its way as the larger units. They are called sanitary detachments not because their work relates primarily to camp sanitation,

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General Form No. 2

DATE RECD. | ASS'D. CORPS | DATE TRANS.

SERVICE SELECTED,—INDICATE BELOW BY LETTER AND NUMBER (see other side).

FIRST CHOICE | SECOND CHOICE | THIRD CHOICE

Family name

Given name

Address

Telephone number

Date of birth

Place of birth

When and where did you acquire citizenship? (if foreign born)

Single, married, or widower

Any dependents?

What foreign languages do you speak?

Translate?

Are you a member of the American Red Cross?

Are you pledged to service in any military organization? If so, what?

Are you willing to serve without remuneration?

Have you taken any Red Cross instruction?

When and where?

As a member of a Sanitary Training Detachment?

Any hospital, military or Red Cross experience? If so, state

What is your business?

In case of war will you serve—

(A) Anywhere you are sent?

(B) Within limits of U. S.?

(C) In your home town only?

NOTE On'y class (A) men are accepted for Base Hospitals or Ambulance Companies

In case of war will you enlist in the medical service of the Army or Navy? If so, which?

Signature Date 19..

(over)

DIRECTIONS FOR VOLUNTEERS

Men, other than medical men, who desire to render personal service may enroll for units or for general service on this card

(Enrollment form on other side)

A. Private.
   (1) Base Hospital.
   (2) Ambulance Company.
   (3) Sanitary Training Detachment.
B. Mechanic.
C. Cook.
D. Chauffeur.
E. Clerk:
   (1) Stenographer.
   (2) Typist.
   (3) Accountant.
F. Pharmacist.
   (1) Licensed.
   (2) Druggist's assistant.
G. Electrician.
H. Plumber.
I. Butcher.
K. Baker.
L. Waiter.
M. Telephone operator.
N. Telegraph operator.
O. Carpenter.
P. Translator (see other side).
Q. Packer.
R. Teamster or driver.
S. Fireman.
T.

REMARKS by Red Cross Committee as to qualifications of applicant, etc.

June 17-15M—Feb.—3000

HOW YOU CAN ENROLL TO HELP

To facilitate the enrollment and training of Red Cross personnel, it is divided into three classes (a) those willing to serve wherever needed; (b) those willing to serve in home country only; (c) those willing to serve at place of residence only

but because the medical services of all armies are now officially known as Sanitary Services. The purpose of this detachment is to train men to be soldiers of the Medical or Sanitary Services of the Army and Navy in war. Training in this branch is even more important than in the companies and regiments, and unless their attention is directed to this service by previous training it seems to be unfortunately true that young men had rather fight the enemy than rescue and care for the wounded. A large part of the preventable suffering of the wounded at the beginning of wars is due to the lack of such trained men.

Here is a statement from circular 116 of the Department of Military Relief of the American Red Cross, on the care of the sick and wounded in war.

Our nation has never been ready at the beginning of any war to take proper care of the sick an wounded.

What is needed for such care?

A wounded or sick soldier needs two things:

I. Safe and speedy transportation to a place safety.

II. A well-equipped and well-staffed hospit for his reception and treatment.

For the first we must have well-organized Fie Columns with a suitable provision of motor ambu ances, hospital trains, and hospital ships.

For the second we must organize now, in time peace, base hospital units in connection with t great civil hospitals, and thus secure professio staffs who are skillful and accustomed to work gether. We must also equip them in every de so that they may be ready.

Many other things will be needed, but these secondary to those above named.

How can you assist in such work of preparation

By the contribution of (1) money, of (2) suppl of (3) your personal services.

Your help is needed and your help is want

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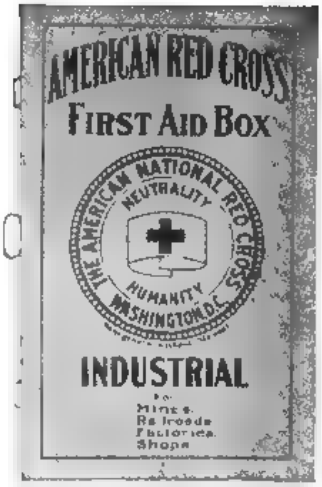

EDUCATING AMERICA

Building Up the Vitality of the Nation—The Town and Country Nursing Service—First Aid—Life Saving—The Red Cross Seals—The Anti-Tuberculosis Fight—Red Cross Courses of Instruction

UP THE steep road beside Possum Run labors a sweating horse. The rider is an unusual sight in that country. For convenience in travel she wears a divided skirt, a starchy blue considering the heat of the day. Gray blue also is the waist which she wears, and white the laundered collar buttoned with business-like snugness around her neck. The only concession to feminine nature is the wide panama hat to shield her complexion from the burning sun.

The horse stumbles on the stones, but the road is hospitable to the rider. Occasionally she passes the gaunt, bearded settlers, carrying their squirrel guns and walking barefooted with the bent-kneed gait of the true child of outdoors. She overtakes a family returning in the farm wagon from the settlement. The men are as neutral in tone as the wild creatures of the mountain. The bent, sun-bonneted women bend their backs to ease the jarring of the wagon. The men bare their heads to her, for on a chain about her neck she wears a pendant of enamel and silver. That badge has the official recognition of Uncle Sam. To these primitive people this rider is their best friend—the Red Cross visiting nurse. She is something more than that in this isolated community. She is the agent of race regeneration, and instinctively these people know it.

When she first came to the Possum Run region that district regarded her warily, being normally suspicious. The calicoed women lost their tongues in bashfulness, and the men were courteous but reticent. But she was a woman, and her swift tact soon broke down these barriers and her wonderful deeds did the rest.

She could do such blessed things! She could bind a broken bone in splints while the doctor was coming. She could staunch a cut or a gunshot wound and, after the doctor had bandaged it, she could tend to it in such fashion that the usual blood-poisoning scarcely ever resulted. The hookworm disease fled before her explorations, and chills and fever followed it. Outside of these ministrations she advised with the men about their family finances, with the women about their cooking and housework, and with both about the sanitation of premises. There were fewer child "buryin's" in this region, and more healthy children born.

It is true that she had certain irritating practices. For instance, she disputed the generally accepted theory that the night air carries miasma and ague. But when she risked the lives of the first subjects of her open-window experiments and no actual deaths resulted, but on the contrary the subjects began to feel better, the original theory collapsed like a pricked balloon. She carried through these campaigns with the aid of the children, who became her sworn allies. She even found time to teach some of the youngsters, whose parents could not be persuaded or compelled to send them to school, often far distant, to read and write so that they might not grow up illiterate.

She was the friend of the aged and the lonely. She organized clubs and societies for a better type of social intercourse where it was greatly needed. In every possible way she labored to give the community a better mental, moral, and physical tone.

These are some of the reasons why Possum Run worships the Red Cross visiting nurse, and why it is one of the many rural communities in America which is permanently enrolled to benefit by the Town and Country Nursing

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Service of the great American society. The wealthier settlement further on, which is providing the funds to maintain this nurse and furnishing her horse to her, has already seen the benefits. The Possum Run men are buying more farm tools and less shotgun ammunition The women have better color and are better dressed. The spark of ambition is beginning to glow.

The Red Cross is now attacking fundamentals Its evolution has been from the particular back to the general. Its first services were in the care of the victims of war or disaster. Now it has begun to minister to the national vitality

"It is more difficult to dramatize the gradual lowering of vitality of one half million men than the accidental snuffing out of the lives of

The first step in this direction was the establishment of the industrial first-aid instruction. Annually the statistics showed an aggregate of persons killed in industry which compare with the casualty lists of the most sanguinary wars. Then, for the first time, the organization found itself possessing a broader vision than that which encompassed the purely traumatic causes of human mortality. It found that the battle against tuberculosis was within the proper scope of its activities It undertook the work of raising anti-tuberculosis funds through the sale of the Christmas seals, turning over the proceeds to organizations especially functioned to fight against the white plague.

The Red Cross was now squarely faced toward social welfare work, for much of the fight

A RED CROSS CAR

Two cars, in charge of physicians belonging to the Red Cross, each specially fitted up with a lecture room for first aid instruction, are kept in constant operation over the railroads of the country Two additional physicians are available for work in special districts or with certain industrial concerns

half a hundred," said Mr. John C Andrews. A hundred babies may die of summer complaint in a single city, and little is thought of it by the public, although the lives of most might have been saved A hundred children die in a school fire, and the whole nation cries in pain, and as a result men go to jail and half the school buildings in the United States are remodeled.

The need for a permament organization of doctors and trained nurses to act in war brought the Red Cross into existence Yet we can see now that it was inevitable that the Red Cross, with expanding membership, influence, and power, should by the very nature of its service concern itself more and more with the problems of national health

against tuberculosis is preventive. But other human scourges find their roots in the physical weakness which results from improper conditions of living. National relief to be all that the name implies must be as much concerned with infant mortality as it is with floods and famine

Consequently the organization has embarked upon the great and growing work of educating the American public in hygiene in rural communities, in order to strengthen the nation's vitality It is especially well adapted to engage in such work on a national scale. The health conservation campaign of federal and state authorities has been for the most part confined to cities, except for such particular phases of it as when comprehensive campaign

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for the general control of hookworm, pellagra, etc., have been conducted.

The educational work of the rural visiting nurse system conducted by the Town and Country Nursing Service of the Red Cross is unique in its manner of spreading health propaganda. The other instruction in hygiene offered by the Red Cross must be sought by individuals, who by the act of seeking it display their intelligence, but the visiting nurse often carries the health message to those who otherwise might never hear it.

Started in 1912, this service is now directing 75 visiting nurses in rural communities in 23 states. This may seem like slow progress to those who do not realize the difficulty of finding nurses endowed by nature, training, and experience to engage successfully in specialized work themselves to be Red Cross visiting nurses. A great future development of this work is promised."

Special courses of four or eight months' duration in practical training in visiting nursing are now offered in several centres to nurses, otherwise qualified, who wish to enter the Town and Country Service. The visiting nurse associations in Detroit and Richmond and elsewhere give field training to such students, while special eight-months courses are given in Simmons College, Boston; Phipps Institute, Philadelphia; Teachers College of Columbia University in connection with Henry Street Settlement, New York; and Western Reserve University, Cleveland. Practical field work is part of the instruction in all of these courses. In addition shorter courses are given

ALICE IN WONDERLAND

Given by the children of Bangor, Me., to raise money for the anti-tuberculosis campaign. Exhibits, plays, fêtes, fairs, and parades are often given to raise funds for and to stimulate interest in the Red Cross and its activities

ew to the nursing profession. The Red Cross emands an approved hospital training for its urses, but those who engage in rural visitation ıust have the additional qualifications of a ertain minimum of general education and exerience or training in social service. On the her hand, the Town and Country nurses are ell paid for their work.

The organization is not discouraged by the te of progress. "The demand upon us conıues to be very strong for the extension of is service," said Miss Fannie F. Clement, e superintendent of the Town and Country ursing Service. "Its growth now is largely matter of obtaining qualified nurses. The andard we set is very high. I am glad to say at many nurses are now specially preparing by the Instructive District Nursing Association of Boston, and the Chicago School of Civics and Philanthropy. To enable eligible applicants to secure this training the Red Cross has a loan fund available to a limited number of students. No nurse can be appointed to the Town and Country Service who has not had this special training or its equivalent in actual experience in public health nursing.

The Red Cross, while it furnishes the nurses and provides the supervision of this service, undertakes to place this service in rural communities only in coöperation with local organizations which finance the undertaking, the chief expense of which is the nurse's salary. In order to stimulate interest in the work the service maintains an exhibit which is almost

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continuously traveling about the country. A two-reel motion picture illustrating the activities of a rural nurse has proved to be the most valuable educational feature of this exhibit.

The nation has only recently seen the need of the rural nurse. The visiting nurse systems of the cities are as old as the social settlements; but common opinion still clings to the belief that the country is "healthier" than the cities. Investigations seem to indicate the contrary. As a rule health conditions in the rural districts are poorer than in the cities: the country has the higher mortality for tuberculosis, higher infant mortality, more children's epidemics, and the general mortality rate is said to be decreasing more slowly than it is in the cities.

The rural nurse herself sees the value of this service in concrete instances, trivial enough in themselves, but in the aggregate vastly important to the nation. National health conservation is more important than the conservation of inanimate resources. The variety of services rendered by the rural nurse is almost infinite. In a busy week she cares for the bed-ridden who might otherwise receive insufficient attention; she inspects the children in the school to see that incipient epidemics are not starting; she gives the children lit lessons in hygiene, and talks to their elders this subject in community meetings; she ganizes local health committees and clu brings the clean-up and swat-the-fly campai to the country; gives to mothers of child living and unborn the latest advice of mod science; and gives a general community serv

There are often exceptional variations her work. One of the Red Cross nurses recently appointed the official sanitary spector of a certain town. Another serves inspector of laundries. In some insta towns have engaged the Red Cross nur to serve only in the schools, guarding the hea of the children and instructing them in hygie The county nurse is a development of the pl In three instances in Michigan county boa of supervisors employ Red Cross visiting nur paying their salaries out of the county treasur For a number of rural nurses automo transportation has been provided in order t a large territory may be covered. One cou school nurse last year traveled 10,000 mile making her routine inspections of 9,000 r school children.

The rural nursing service is only on threshold of its usefulness. The educa which it is spreading is awakening the cou

Photograph by Jessie Tarbox B

AN OPEN AIR SCHOOL

Supported by the Red Cross anti-tuberculosis fund. Although the Red Cross does not condu actual fight, it supplies the sinews for it through the sale of Red Cross Christmas seals. Last Chr the sales totaled $1,000,000

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to the need for this work. Every month the inquiries coming to Red Cross headquarters in Washington increase in number. There are thousands of rural communities in the United States where this service is sorely needed. A vast, new field for the professional nurse is opening up through the extension of the Town and Country Service.

Yet this fundamental instruction is only one of the ways in which the Red Cross is spreading its health propaganda. Another important service, the most active right now of any of the Red Cross educational activities, is the system of training classes for women. For the most part this training is yet available only for urban women, principally through the teaching centres in the largest cities, but it is possible to organize classes anywhere with a minimum membership of ten, the Red Cross usually being able to furnish instruction to such classes.

Courtesy of the Army Medical School

LIFE SAVING

Mr. W. E. Longfellow, the Red Cross life saving expert, travels continuously about the country lecturing before schools, Y.M.C.A.'s, and members of the city police and fire departments, and organizing life saving corps

These courses are three in number, named respectively: Elementary Hygiene and Home Care of the Sick, Dietetics, and Preparation of Surgical Dressings. These names are sufficiently descriptive of the character of the courses. The direct educational value of them to general health conservation is increasingly great.

On May 1, 1916, a long train pulled out of the Union Station in Washington on the start of a journey which eventually lasted four months, traversed a total of 7,765 miles of track on three great railroad systems in 16 states, made 97 stops, and entertained and instructed 532,280 visitors. This was the famous government "Safety First" train. The Red Cross was allotted space in one of the cars for an exhibit of its first-aid equipment; and it is probable that most of those who visited the train learned for the first time the extent of the Red Cross first-aid instruction.

The instruction is given generally to the public in first-aid classes both for men and for women by the First Aid Division. It is carried directly to the workers in several dangerous industries, such as rail-roading, mining, quarrying, and lumbering, and also, in special instances, to firemen and policemen. A special, and very successful, phase of this work is the water first aid, the organization of local lifesaving corps.

Mr. W. E. Longfellow is the Red Cross life-saving expert on the staff of the First Aid Division. He travels continually about the country, lecturing before schools, Y. M. C. A.'s, and the members of city police and fire departments. He recently conducted a course of instruction for the police and firemen of New Orleans. In the first month after this instruction, 12 persons were resuscitated after gas or smoke asphyxiation by Red Cross life-saving methods. At the Boys' Y. M. C. A. Camp at San Francisco four lives were saved from drowning. Scores of such incidents are reported as concrete results of this education. Many life-saving corps have been organized, while as the result of this effort many of the larger schools and colleges are teaching their pupils to swim.

Two cars traveling continuously carry the knowledge of Red Cross first-aid methods to railroad men. In the Northwestern states alone first-aid lectures and demonstrations were given to nearly 25,000 lumbermen last year. Late last fall the first-aid message was first carried to quarrymen, the instruction being started in North Carolina. The instruction to miners is carried on through cooperation with mining companies, the Red Cross encouraging the work by offering medals for first-aid meets.

The instruction of the general public in first aid is also spreading rapidly. Last year, 8,950 certificates were issued to successful students, and about 700 classes for men and women were organized. In connection with this instruction, the Red Cross has a hero fund from

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THE RED CROSS NURSING SERVICE

An exhibit which shows the work of the Red Cross nurse; the Town and Country Nursing Servic nurses' work in disaster and in war. The educational work of the rural nurses is undoubtedly one of the est pieces of permanent good that the Red Cross is doing

which there are annual awards of cash prizes for conspicuous feats in life saving and other first aid work.

No survey of Red Cross educational work is complete without some reference to the crusade against tuberculosis. While the organization does not conduct this fight, it provides the sinews of the war through the sale of the Red Cross Christmas seals. The Red Cross first undertook this work in 1907. In that year the proceeds of the sale amounted to about $450,000. In 1915, the receipts were approximately $750,000, and last Christmas the sales were close to $1,000,000. In all, a total of $4,000,000 has been realized from these s

The expenditure of this vast sum, lar preventive measures, has profoundly imp the nation. No other crusade against a disease has the educational power of th The Christmas seal money has caus America to realize that tuberculosis is p able and curable. It has even modifie tecture to provide for sleeping porches o sands of houses and apartment bu Nothing has contributed so much to th air and outdoor spirit of America.

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Photograph from Forbes Parkhill

GENERAL PERSHING JOINS THE RED CROSS AT EL PASO, TEXAS

"I am for the Red Cross. I know it is capable of great good because it accomplished great good in my command in Mexico. From the bottom of my heart I hope the people will support it"

GENERAL PERSHING AND THE RED CROSS

MAJOR GENERAL JOHN J. PERSHING, commander of the Southern Department of the United States Army, became a member of the American Red Cross on Washington's Birthday, 1917, at El Paso, Texas. Upon his return from Mexico, where he was in command of the punitive expedition, he had only the highest praise for the organization and its work in connection with the soldiers of his army. He said:

"I believe in the Red Cross, for I have observed it in operation. During the last week of last November I received a letter from Washington Headquarters, asking me to list the things that were needed by the United States soldiers in Mexico.

"I think I spent two or three days thinking up that list. I remember that I named tobacco, pipes, pocket knives, bandana handkerchiefs, needles, and candy—not anything fancy, but the good, oldtime stick candy. Also jams and marmalade. I prescribed little jars of marmalade.

"Well, sir, do you know that my suggestions were adopted literally? Each man in my command received a comfort bag from the Red Cross for Christmas, and each bag contained exactly the articles named in the list.

"The men had more fun and they enjoyed it more and will remember it longer than any Christmas they ever had. Nobody can ever tell just what these presents from the Red Cross meant to them, and no one except those who were there and felt the spirit of the thing can appreciate it fully.

"Therefore I am for the Red Cross. I know it is capable of great good because it accomplished great good in my command in Mexico. From the bottom of my heart I hope the people will support it."

And in a letter to the Red Cross headquarters in Washington, he adds:

It would be a difficult task to convey to you the heartfelt appreciation of the officers and men of this command for the most generous shower of presents that are pouring in on every truck train. There will be ample and to spare for all purposes. Each station will get its share according to its numbers.

Everybody has felt the inspiration of your active interest and each camp is trying to out-do the others. Here, at Headquarters, we are having a mammoth tree built up of seven of the largest we could haul. The result will be a tree seventy feet high. We shall all assemble around this tree on Christmas and sing some carols and offer a prayer, and then distribute to each man his present from the American Red Cross. It will be a happy command to know that the great heart of America is back there beating for us, and I shall be glad to have you convey to the splendid efficient organization the sincere thanks of every man of us. It makes us mighty proud to serve a country that appreciates how much the soldier misses of home life and comforts. Again, many, many thanks.

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A MEMBERSHIP "DRIVE"

The international crisis has made it imperative that the Red Cross mobilize all its resources immediately. In ten weeks New York raised its membership from 3,000 to 101,000, Boston secured 35,000 new memberships; Chicago, 20,000, Philadelphia, 18,000, Cleveland, 10,000; and so on in every part of the country membership "drives" are rapidly increasing the membership to 1,000,000, the mark set for 1917

FOR A MILLION

How American communities can or- in local chapters—How to

In New York, the several cities and boroughs comprising the jurisdiction of the chapter apportioned the enrollment to be secured, each community having representation in the general campaign committee and accepting a definite share of the responsibility for enrollment. In other cities a ward organization has been developed, each ward endeavoring to secure a certain percentage of its population.

Frequently the committee in charge of the enrollment authorizes a mail canvass covering a selected list. The letters are multigraphed and signed in facsimile by one or more members of the local committee. A return envelope, unstamped, is inclosed with each letter.

In New York, thirty-three banks at their own expense mailed 380,000 letters, inclosing blanks applications and urging patrons to assist in the enrollment. The banks used their own letterheads upon which were multigraphed or printed a very brief appeal, signed by the president, in facsimile

A prominent coal dealer circulated applications among 18,000 customers, requesting that signed blanks be returned to him in unstamped envelopes inclosed.

Hundreds of mercantile establishments, big and little, have loaded their outgoing mail and packages with Red Cross appeals.

In New York, Philadelphia, and Boston, public

PULLING oneself up by the boot straps" is no longer fiction. The American Red Cross has demonstrated that the thing can be done—done easily and without the noisy accompaniment of a circus band.

For evidence, witness the phenomenal growth of the Society's membership. A little less than a year ago, 25,000 Americans, men, women, and children, were enrolled under the Red Cross banner. To-day more than 300,000 Americans have the little Red Cross button.

So thoroughly has the Society's Membership Bureau speeded up its work that a conservative estimate indicates future growth at the rate of from 30,000 to 50,000 members a month.

Not only will the Red Cross slogan of "A Minimum Membership of a Million" be realized in the very near future, but plans now in process of development will ultimately carry its membership to a much higher level. Furthermore it is expected that this membership will be permanent, not fluctuating from year to year as interest in war relief rises or subsides.

Education and business methods are the two instruments which the American Red Cross is using to build its enormous and wonderfully efficient relief machine. The Membership Bureau in its educational work stresses neither Military nor Civilian Relief beyond their real importance, but insists that the great American public shall know and claim for its own the whole purpose of the Society. Enrollment campaigns are now being conducted in scores of cities and towns throughout the country.

Local chapters, hitherto content with a handful of members, have multiplied their number

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EMBERS IN 1917

ize their forces to enroll members a membership campaign

ce corporations erected electric signs urging ic support of the movement.
oy Scouts and Camp Fire Girls have helped nohere in distributing printed matter and in lling members.
ineteen foreign language papers in one city ed the Red Cross application form and an in- ion to join in their advertising columns, print- the names of those who responded in their columns.
undreds of churches have appointed com- es to manage the enrollments within their re- tive congregations.
Red Cross parade, organized in four days, ght 3,000 women into the ranks in Atlanta, Ga.
ew Orleans conducted a Red Cross field day at h the work was demonstrated and enrollment ited.
he women of Scarsdale, N. Y., placed com- es on all commuters' trains during one morn- of their campaign.
wenty-nine city and borough departments of York appointed committees to manage the llment among city and borough employees and families; similar coöperation has been given he city employees in Boston, Philadelphia, alo, St. Louis, and other municipalities. Seven rnors called conferences for furthering the en- ent in their states.

Photograph by Harris & Ewing

MR. H J. HILL

Director of the Bureau of Membership Extension, under whose direction the Red Cross is making a drive with the slogan, "A Minimum Membership of a Million"

1 two to a thousand-fold. Churches, schools, istries, civic societies, financial institu- s, and mercantile industries of the nation being mobilized to support the local and onal branches of the Society. Thousands nen and women prominent in business and al life, whose names rarely appear on the erheads of welfare agencies, are taking an ve interest in what the Red Cross calls its obilization of active patriots."

eaching out from New York, Boston, adelphia, Pittsburgh, Cleveland, Chicago, Louis, New Orleans, Denver, and San Fran- o—in all of which cities enrollment cam- ns have been successfully conducted, or are being waged -the movement is gathering nentum in hundreds of smaller cities and ns. From these it will reach into the rural icts; and ultimately it is expected that y community capable of supporting a local ter or branch of the American Red Cross be fully organized.

hat these chapters and branches can accom- plish for national relief, once they are fully organized, it is not the purpose of this article to set forth.

It is rather intended to tell the story of what has been accomplished by the Bureau of Membership and also to state how communities, not yet possessing a strong Red Cross chapter, may easily enroll from five to thirty per cent. of their population in membership.

Not only does the present international crisis point to the advisability for quick mobilization of Red Cross resources, but recent experience in twenty-nine American cities has demonstrated the superior value of "membership drives" as against so-called "slow and steady growth" methods of enrollment.

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General Form No. 2

BASE HOSP. | AMB. COMP. | SAN. TRAIN.

SERVICE SELECTED,—INDICATE BELOW BY LETTER AND NUMBER (see other side).

FIRST CHOICE | SECOND CHOICE | THIRD CHOICE

Family name

Given name

Address

Telephone number

Date of birth

Place of birth

When and where did you acquire citizenship? (if foreign born)

Single, married, or widower

Any dependents?

What foreign languages do you speak?

Translate?

Are you a member of the American Red Cross?

Are you pledged to service in any military organization? If so, what?

Are you willing to serve without remuneration?

Have you taken any Red Cross instruction?

When and where?

As a member of a Sanitary Training Detachment?

Any hospital, military or Red Cross experience? If so, state

What is your business?

In case of war will you serve—

(A) Anywhere you are sent?

(B) Within limits of U. S.?

(C) In your home town only?

NOTE. Only class (A) men are accepted for Base Hospitals or Ambulance Companies

In case of war will you enlist in the medical service of the Army or Navy? If so, which?

Signature Date 19

(over)

DIRECTIONS FOR VOLUNTEERS

Men, other than medical men, who desire to render personal service may enroll for units or for general service on this card

(Enrollment form on other side)

A. Private.
   (1) Base Hospital.
   (2) Ambulance Company.
   (3) Sanitary Training Detachment.
B. Mechanic.
C. Cook.
D. Chauffeur.
E. Clerk:
   (1) Stenographer.
   (2) Typist.
   (3) Accountant.
F. Pharmacist.
   (1) Licensed.
   (2) Druggist's assistant.
G. Electrician.
H. Plumber.
I. Butcher.
K. Baker.
L. Waiter.
M. Telephone operator.
N. Telegraph operator.
O. Carpenter.
P. Translator (see other side).
Q. Packer.
R. Teamster or driver.
S. Fireman.
T.

REMARKS by Red Cross Committee as to qualifications of applicant, etc.

June 17-15M—Feb.—3000

HOW YOU CAN ENROLL TO HELP

To facilitate the enrollment and training of Red Cross personnel, it is divided into three classes: (a) those willing to serve wherever needed; (b) those willing to serve in home country only; (c) those willing to serve at place of residence only

but because the medical services of all armies are now officially known as Sanitary Services. The purpose of this detachment is to train men to be soldiers of the Medical or Sanitary Services of the Army and Navy in war. Training in this branch is even more important than in the companies and regiments, and unless their attention is directed to this service by previous training it seems to be unfortunately true that young men had rather fight the enemy than rescue and care for the wounded. A large part of the preventable suffering of the wounded at the beginning of wars is due to the lack of such trained men.

Here is a statement from circular 116 of the Department of Military Relief of the American Red Cross, on the care of the sick and wounded in war.

Our nation has never been ready at the beginning of any war to take proper care of the sick and wounded.

What is needed for such care?

A wounded or sick soldier needs two things:

I. Safe and speedy transportation to a place of safety.

II. A well-equipped and well-staffed hospital for his reception and treatment.

For the first we must have well-organized Field Columns with a suitable provision of motor ambulances, hospital trains, and hospital ships.

For the second we must organize now, in time of peace, base hospital units in connection with the great civil hospitals, and thus secure professional staffs who are skillful and accustomed to work together. We must also equip them in every detail so that they may be ready.

Many other things will be needed, but these are secondary to those above named.

How can you assist in such work of preparation?

By the contribution of (1) money, of (2) supplies, of (3) your personal services.

Your help is needed and your help is wanted.

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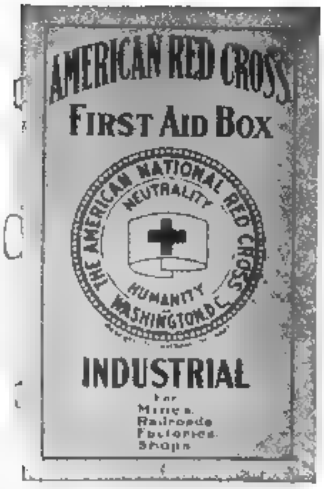

EDUCATING AMERICA

Building Up the Vitality of the Nation—The Town and Country Nursing Service First Aid—Life Saving—The Red Cross Seals—The Anti-Tuberculosis Fight—Red Cross Courses of Instruction

UP THE steep road beside Possum Run labors a sweating horse. The rider is an unusual sight in that country. For convenience in travel she wears a divided skirt, a starchy blue considering the heat of the day. Gray blue also is the waist which she wears, and white the laundered collar buttoned with business-like snugness around her neck. The only concession to feminine nature is the wide panama hat to shield her complexion from the burning sun.

The horse stumbles on the stones, but the road is hospitable to the rider. Occasionally she passes the gaunt, bearded settlers, carrying their squirrel guns and walking barefooted with the bent-kneed gait of the true child of outdoors. She overtakes a family returning in the farm wagon from the settlement. The men are as neutral in tone as the wild creatures of the mountain. The bent, sun-bonneted women bend their backs to ease the jarring of the wagon. The men bare their heads to her, for on a chain about her neck she wears a pendant of enamel and silver. That badge has the official recognition of Uncle Sam. To these primitive people this rider is their best friend—the Red Cross visiting nurse. She is something more than that in this isolated community. She is the agent of race regeneration, and instinctively these people know it.

When she first came to the Possum Run region that district regarded her warily, being normally suspicious. The calicoed women lost their tongues in bashfulness, and the men were courteous but reticent. But she was a woman, and her swift tact soon broke down these barriers and her wonderful deeds did the rest.

She could do such blessed things! She could bind a broken bone in splints while the doctor was coming. She could staunch a cut or a gunshot wound and, after the doctor had bandaged it, she could tend to it in such fashion that the usual blood-poisoning scarcely ever resulted. The hookworm disease fled before her explorations, and chills and fever followed it. Outside of these ministrations she advised with the men about their family finances, with the women about their cooking and housework, and with both about the sanitation of premises. There were fewer child "buryin's" in this region, and more healthy children born.

It is true that she had certain irritating practices. For instance, she disputed the generally accepted theory that the night air carries miasma and ague. But when she risked the lives of the first subjects of her open-window experiments and no actual deaths resulted, but on the contrary the subjects began to feel better, the original theory collapsed like a pricked balloon. She carried through these campaigns with the aid of the children, who became her sworn allies. She even found time to teach some of the youngsters, whose parents could not be persuaded or compelled to send them to school, often far distant, to read and write so that they might not grow up illiterate.

She was the friend of the aged and the lonely. She organized clubs and societies for a better type of social intercourse where it was greatly needed. In every possible way she labored to give the community a better mental, moral, and physical tone.

These are some of the reasons why Possum Run worships the Red Cross visiting nurse, and why it is one of the many rural communities in America which is permanently enrolled to benefit by the Town and Country Nursing

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General Form No. 7

SERVICE SELECTED,—INDICATE BELOW BY LETTER AND NUMBER (see other side).

FIRST CHOICE SECOND CHOICE THIRD CHOICE

Family name

Given name

Address

Telephone number

Date of birth

Place of birth

When and where did you acquire citizenship? (if foreign born)

Single, married, or widower

Any dependents?

What foreign languages do you speak?

Translate?

Are you a member of the American Red Cross?

Are you pledged to service in any military organization? If so, what?

Are you willing to serve without remuneration?

Have you taken any Red Cross instruction?

When and where?

As a member of a Sanitary Training Detachment?

Any hospital, military or Red Cross experience? If so, state

What is your business?

In case of war will you serve—

(A) Anywhere you are sent?

(B) Within limits of U. S.?

(C) In your home town only?

NOTE: Only class (A) men are accepted for Base Hospitals or Ambulance Companies

In case of war will you enlist in the medical service of the Army or Navy? If so, which?

Signature Date 19

(over)

DIRECTIONS FOR VOLUNTEERS

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(Enrollment form on other side)

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  (2) Ambulance Company.
  (3) Sanitary Training Detachment.
B. Mechanic.
C. Cook.
D. Chauffeur.
E. Clerk:
  (1) Stenographer.
  (2) Typist.
  (3) Accountant.
F. Pharmacist.
  (1) Licensed.
  (2) Druggist's assistant.
G. Electrician.
H. Plumber.
I. Butcher.
K. Baker.
L. Waiter.
M. Telephone operator.
N. Telegraph operator.
O. Carpenter.
P. Translator (see other side).
Q. Packer.
R. Teamster or driver.
S. Fireman.
T.

REMARKS by Red Cross Committee as to qualifications of applicant, etc.

Rev. 17-15b—Feb.—2000

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What is needed for such care?

A wounded or sick soldier needs two things:

I. Safe and speedy transportation to a place of safety.

II. A well-equipped and well-staffed hospital for his reception and treatment.

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For the second we must organize now, in time of peace, base hospital units in connection with the great civil hospitals, and thus secure professional staffs who are skillful and accustomed to work together. We must also equip them in every detail so that they may be ready.

Many other things will be needed, but these are secondary to those above named.

How can you assist in such work of preparation?

By the contribution of (1) money, of (2) supplies, of (3) your personal services.

Your help is needed and your help is wanted.

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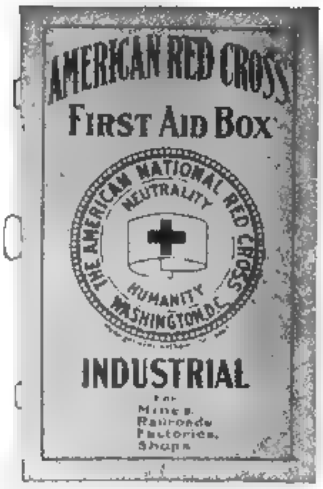

EDUCATING AMERICA

Building Up the Vitality of the Nation—The Town and Country Nursing Service—First Aid—Life Saving—The Red Cross Seals The Anti-Tuberculosis Fight—Red Cross Courses of Instruction

UP THE steep road beside Possum Run labors a sweating horse. The rider is an unusual sight in that country. For convenience in travel she wears a divided skirt, a starchy blue considering the heat of the day. Gray blue also is the waist which she wears, and white the laundered collar buttoned with business-like snugness around her neck. The only concession to feminine nature is the wide panama hat to shield her complexion from the burning sun.

The horse stumbles on the stones, but the road is hospitable to the rider. Occasionally she passes the gaunt, bearded settlers, carrying their squirrel guns and walking barefooted with the bent-kneed gait of the true child of outdoors. She overtakes a family returning in the farm wagon from the settlement, The men are as neutral in tone as the wild creatures of the mountain. The bent, sun-bonneted women bend their backs to ease the jarring of the wagon. The men bare their heads to her, for on a chain about her neck she wears a pendant of enamel and silver. That badge has the official recognition of Uncle Sam. To these primitive people this rider is their best friend the Red Cross visiting nurse. She is something more than that in this isolated community. She is the agent of race regeneration, and instinctively these people know it.

When she first came to the Possum Run region that district regarded her warily, being normally suspicious. The calicoed women lost their tongues in bashfulness, and the men were courteous but reticent. But she was a woman, and her swift tact soon broke down these barriers and her wonderful deeds did the rest.

She could do such blessed things! She could bind a broken bone in splints while the doctor was coming. She could staunch a cut or a gunshot wound and, after the doctor had bandaged it, she could tend to it in such fashion that the usual blood-poisoning scarcely ever resulted. The hookworm disease fled before her explorations, and chills and fever followed it. Outside of these ministrations she advised with the men about their family finances, with the women about their cooking and housework, and with both about the sanitation of premises. There were fewer child "buryin's" in this region, and more healthy children born.

It is true that she had certain irritating practices. For instance, she disputed the generally accepted theory that the night air carries miasma and ague. But when she risked the lives of the first subjects of her open-window experiments and no actual deaths resulted, but on the contrary the subjects began to feel better, the original theory collapsed like a pricked balloon. She carried through these campaigns with the aid of the children, who became her sworn allies. She even found time to teach some of the youngsters, whose parents could not be persuaded or compelled to send them to school, often far distant, to read and write so that they might not grow up illiterate.

She was the friend of the aged and the lonely. She organized clubs and societies for a better type of social intercourse where it was greatly needed. In every possible way she labored to give the community a better mental, moral, and physical tone.

These are some of the reasons why Possum Run worships the Red Cross visiting nurse, and why it is one of the many rural communities in America which is permanently enrolled to benefit by the Town and Country Nursing

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Generated for UNIVERSITY OF MICHIGAN

General Form No. 7

SERVICE SELECTED,—INDICATE BELOW BY LETTER AND NUMBER (see other side).

FIRST CHOICE ____ SECOND CHOICE ____ THIRD CHOICE ____

Family name ____

Given name ____

Address ____

Telephone number ____

Date of birth ____

Place of birth ____

When and where did you acquire citizenship? (if foreign born) ____

Single, married, or widower ____

Any dependents? ____

What foreign languages do you speak? ____

Translate? ____

Are you a member of the American Red Cross? ____

Are you pledged to service in any military organization? If so, what? ____

Are you willing to serve without remuneration? ____

Have you taken any Red Cross instruction? ____

When and where? ____

As a member of a Sanitary Training Detachment? ____

Any hospital, military or Red Cross experience? If so, state ____

What is your business? ____

In case of war will you serve—

(A) Anywhere you are sent? ____

(B) Within limits of U. S.? ____

(C) In your home town only? ____

NOTE On'y class (A) men are accepted for Base Hospitals or Ambulance Companies

In case of war will you enlist in the medical service of the Army or Navy? If so, which? ____

Signature ____ Date ____ 19__

(over)

DIRECTIONS FOR VOLUNTEERS

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(Enrollment form on other side)

A. Private.
   (1) Base Hospital.
   (2) Ambulance Company.
   (3) Sanitary Training Detachment.
B. Mechanic.
C. Cook.
D. Chauffeur.
E. Clerk:
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   (2) Typist.
   (3) Accountant.
F. Pharmacist.
   (1) Licensed.
   (2) Druggist's assistant.
G. Electrician.
H. Plumber.
I. Butcher.
K. Baker.
L. Waiter.
M. Telephone operator.
N. Telegraph operator.
O. Carpenter.
P. Translator (see other side).
Q. Packer.
R. Teamster or driver.
S. Fireman.
T.

REMARKS by Red Cross Committee as to qualifications of applicant, etc.

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Aug. 17-15M—Feb.—1000

HOW YOU CAN ENROLL TO HELP

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For the first we must have well-organized Field Columns with a suitable provision of motor ambulances, hospital trains, and hospital ships.

For the second we must organize now, in time of peace, base hospital units in connection with the great civil hospitals, and thus secure professional staffs who are skillful and accustomed to work together. We must also equip them in every detail so that they may be ready.

Many other things will be needed, but these are secondary to those above named.

How can you assist in such work of preparation?

By the contribution of (1) money, of (2) supplies, of (3) your personal services.

Your help is needed and your help is wanted.

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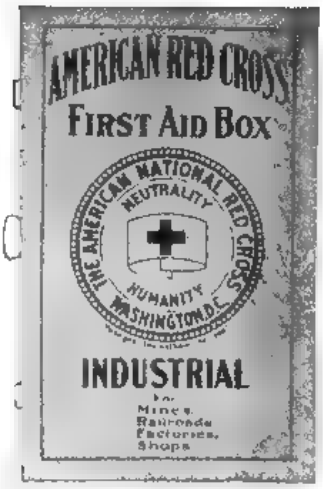

EDUCATING AMERICA

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UNIVERSITY OF MICHIGAN

General Form No. 2

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FIRST CHOICE ____ SECOND CHOICE ____ THIRD CHOICE ____

Family name ____

Given name ____

Address ____

Telephone number ____

Date of birth ____

Place of birth ____

When and where did you acquire citizenship? (if foreign born) ____

Single, married, or widower ____

Any dependents? ____

What foreign languages do you speak? ____

Translate? ____

Are you a member of the American Red Cross? ____

Are you pledged to service in any military organization? If so, what? ____

Are you willing to serve without remuneration? ____

Have you taken any Red Cross instruction? ____

When and where? ____

As a member of a Sanitary Training Detachment? ____

Any hospital, military or Red Cross experience? If so, state ____

What is your business? ____

In case of war will you serve—

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NOTE: Only class (A) men are accepted for Base Hospitals or Ambulance Companies

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Signature ____ Date ____ 19__

(over)

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S. Fireman.
T.

REMARKS by Red Cross Committee as to qualifications of applicant, etc.

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Amer. 17-138—Feb.—5000

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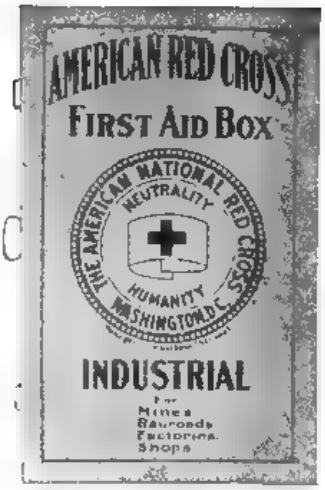

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UNIVERSITY OF MICHIGAN

General Form No. 2

SERVICE SELECTED,—INDICATE BELOW BY LETTER AND NUMBER (see other side).

FIRST CHOICE | SECOND CHOICE | THIRD CHOICE

Family name .....
Given name .....
Address .....
.....
Telephone number .....
Date of birth .....
Place of birth .....
When and where did you acquire citizenship? (if foreign born) .....
.....
Single, married, or widower .....
Any dependents? .....
What foreign languages do you speak? .....
Translate? .....
Are you a member of the American Red Cross? .....
Are you pledged to service in any military organization? If so, what? .....
.....
Are you willing to serve without remuneration? .....
Have you taken any Red Cross instruction? .....
When and where? .....
As a member of a Sanitary Training Detachment? .....
Any hospital, military or Red Cross experience? If so, state .....
.....
What is your business? .....
In case of war will you serve—
(A) Anywhere you are sent? .....
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S. Fireman.
T.

REMARKS by Red Cross Committee as to qualifications of applicant, etc.

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Aug. 17-15M—Feb.—2000

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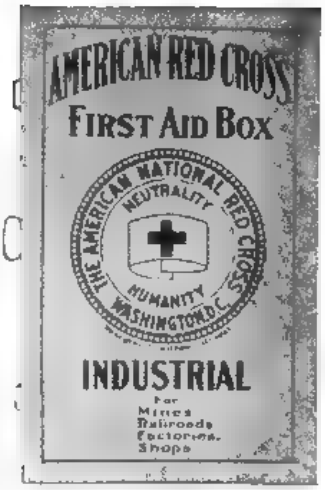

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Service of the great American society. The wealthier settlement further on, which is providing the funds to maintain this nurse and furnishing her horse to her, has already seen the benefits. The Possum Run men are buying more farm tools and less shotgun ammunition The women have better color and are better dressed. The spark of ambition is beginning to glow.

The Red Cross is now attacking fundamentals Its evolution has been from the particular back to the general. Its first services were in the care of the victims of war or disaster Now it has begun to minister to the national vitality

"It is more difficult to dramatize the gradual lowering of vitality of one half million men than the accidental snuffing out of the lives of

The first step in this direction establishment of the industrial fi struction. Annually the statistics aggregate of persons killed in indus compare with the casualty lists of sanguinary wars. Then, for the first organization found itself possessing vision than that which encompassed traumatic causes of human mor found that the battle against tu was within the proper scope of its It undertook the work of rais tuberculosis funds through the sa Christmas seals, turning over the p organizations especially functioned against the white plague.

The Red Cross was now squarely ard social welfare work, for much o

A RED CROSS CAR

Two cars, in charge of physicians belonging to the Red Cross, each specially fitted up with a le for first aid instruction, are kept in constant operation over the railroads of the country Two physicians are available for work in special districts or with certain industrial concerns

half a hundred," said Mr. John C Andrews. A hundred babies may die of summer complaint in a single city, and little is thought of it by the public, although the lives of most might have been saved A hundred children die in a school fire, and the whole nation cries in pain, and as a result men go to jail and half the school buildings in the United States are remodeled.

The need for a permament organization of doctors and trained nurses to act in war brought the Red Cross into existence Yet we can see now that it was inevitable that the Red Cross, with expanding membership, influence, and power, should by the very nature of its service concern itself more and more with the problems of national health

against tuberculosis is preventive. human scourges find their roots in th weakness which results from impro tions of living. National relief to the name implies must be as much with infant mortality as it is with famine

Consequently the organization has upon the great and growing work of the American public in hygiene in munities, in order to strengthen th vitality It is especially well adap gage in such work on a national s health conservation campaign of fe state authorities has been for the confined to cities, except for such phases of it as when comprehensive

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for the general control of hookworm, pellagra, etc., have been conducted.

The educational work of the rural visiting nurse system conducted by the Town and Country Nursing Service of the Red Cross is unique in its manner of spreading health propaganda. The other instruction in hygiene offered by the Red Cross must be sought by individuals, who by the act of seeking it display their intelligence, but the visiting nurse often carries the health message to those who otherwise might never hear it.

Started in 1912, this service is now directing 75 visiting nurses in rural communities in 28 states. This may seem like slow progress to those who do not realize the difficulty of finding nurses endowed by nature, training, and experience to engage successfully in specialized work

ALICE IN WONDERLAND

Given by the children of Bangor, Me., to raise money for the anti-tuberculosis campaign. Exhibits, plays, fêtes, fairs, and parades are often given to raise funds for and to stimulate interest in the Red Cross and its activities

new to the nursing profession. The Red Cross demands an approved hospital training for its nurses, but those who engage in rural visitation must have the additional qualifications of a certain minimum of general education and experience or training in social service. On the other hand, the Town and Country nurses are well paid for their work.

The organization is not discouraged by the rate of progress. "The demand upon us continues to be very strong for the extension of this service," said Miss Fannie F. Clement, the superintendent of the Town and Country Nursing Service. "Its growth now is largely a matter of obtaining qualified nurses. The standard we set is very high. I am glad to say that many nurses are now specially preparing themselves to be Red Cross visiting nurses. A great future development of this work is promised."

Special courses of four or eight months' duration in practical training in visiting nursing are now offered in several centres to nurses, otherwise qualified, who wish to enter the Town and Country Service. The visiting nurse associations in Detroit and Richmond and elsewhere give field training to such students, while special eight-months courses are given in Simmons College, Boston; Phipps Institute, Philadelphia; Teachers College of Columbia University in connection with Henry Street Settlement, New York; and Western Reserve University, Cleveland. Practical field work is part of the instruction in all of these courses. In addition shorter courses are given by the Instructive District Nursing Association of Boston, and the Chicago School of Civics and Philanthropy. To enable eligible applicants to secure this training the Red Cross has a loan fund available to a limited number of students. No nurse can be appointed to the Town and Country Service who has not had this special training or its equivalent in actual experience in public health nursing.

The Red Cross, while it furnishes the nurses and provides the supervision of this service, undertakes to place this service in rural communities only in coöperation with local organizations which finance the undertaking, the chief expense of which is the nurse's salary. In order to stimulate interest in the work the service maintains an exhibit which is almost

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continuously traveling about the country. A two-reel motion picture illustrating the activities of a rural nurse has proved to be the most valuable educational feature of this exhibit.

The nation has only recently seen the need of the rural nurse. The visiting nurse systems of the cities are as old as the social settlements; but common opinion still clings to the belief that the country is "healthier" than the cities. Investigations seem to indicate the contrary. As a rule health conditions in the rural districts are poorer than in the cities: the country has the higher mortality for tuberculosis, higher infant mortality, more children's epidemics, and the general mortality rate is said to be decreasing more slowly than it is in the cities.

The rural nurse herself sees the value of this service in concrete instances, trivial enough in themselves, but in the aggregate vastly important to the nation. National health conservation is more important than the conservation of inanimate resources. The variety of services rendered by the rural nurse is almost infinite. In a busy week she cares for the bed-ridden who might otherwise receive insufficient attention; she inspects the children in the school to see that incipient epidemics are not starting; she gives the children little lessons in hygiene, and talks to their elders on this subject in community meetings; she organizes local health committees and clubs; brings the clean-up and swat-the-fly campaigns to the country; gives to mothers of children living and unborn the latest advice of modern science; and gives a general community service.

There are often exceptional variations to her work. One of the Red Cross nurses was recently appointed the official sanitary inspector of a certain town. Another serves as inspector of laundries. In some instances towns have engaged the Red Cross nurses to serve only in the schools, guarding the health of the children and instructing them in hygiene. The county nurse is a development of the plan. In three instances in Michigan county boards of supervisors employ Red Cross visiting nurses, paying their salaries out of the county treasuries. For a number of rural nurses automobile transportation has been provided in order that a large territory may be covered. One county school nurse last year traveled 10,000 miles in making her routine inspections of 9,000 rural school children.

The rural nursing service is only on the threshold of its usefulness. The education which it is spreading is awakening the country

Photograph by Jessie Parlow Beals

AN OPEN AIR SCHOOL

Supported by the Red Cross anti-tuberculosis fund. Although the Red Cross does not conduct the actual fight, it supplies the sinews for it through the sale of Red Cross Christmas seals. Last Christmas the sales totaled $1,000,000

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to the need for this work. Every month the inquiries coming to Red Cross headquarters in Washington increase in number. There are thousands of rural communities in the United States where this service is sorely needed. A vast, new field for the professional nurse is opening up through the extension of the Town and Country Service.

Yet this fundamental instruction is only one of the ways in which the Red Cross is spreading its health propaganda. Another important service, the most active right now of any of the Red Cross educational acivities, is the system of training classes for women. For the most part this training is yet available only for urban women, principally through the teaching centres in the largest cities, but it is possible to organize classes anywhere with a minimum membership of ten, the Red Cross usually being able to furnish instruction to such classes.

Courtesy of the Army Medical School

LIFE SAVING

Mr. W. E. Longfellow, the Red Cross life saving expert, travels continuously about the country lecturing before schools, Y.M.C.A.'s, and members of the city police and fire departments, and organizing life saving corps

These courses are three in number, named respectively: Elementary Hygiene and Home Care of the Sick, Dietetics, and Preparation of Surgical Dressings. These names are sufficiently descriptive of the character of the courses. The *direct* educational value of them to general health conservation is increasingly great.

On May 1, 1916, a long train pulled out of the Union Station in Washington on the start of a journey which eventually lasted four months, traversed a total of 7,765 miles of track on three great railroad systems in 16 states, made 97 stops, and entertained and instructed 532,280 visitors. This was the famous government "Safety First" train. The Red Cross was allotted space in one of the cars for an exhibit of its first-aid equipment; and it is probable that most of those who visited the train learned for the first time the extent of the Red Cross first-aid instruction.

The instruction is given generally to the public in first-aid classes both for men and for women by the First Aid Division. It is carried directly to the workers in several dangerous industries, such as rail-roading, mining, quarrying, and lumbering, and also, in special instances, to firemen and policemen. A special, and very successful, phase of this work is the water first aid, the organization of local lifesaving corps.

Mr. W. E. Longfellow is the Red Cross life-saving expert on the staff of the First Aid Division. He travels continually about the country, lecturing before schools, Y. M. C. A.'s, and the members of city police and fire departments. He recently conducted a course of instruction for the police and firemen of New Orleans. In the first month after this instruction, 12 persons were resuscitated after gas or smoke asphyxiation by Red Cross life-saving methods. At the Boys' Y. M. C. A. Camp at San Francisco four lives were saved from drowning. Scores of such incidents are reported as concrete results of this education. Many life-saving corps have been organized, while as the result of this effort many of the larger schools and colleges are teaching their pupils to swim.

Two cars traveling continuously carry the knowledge of Red Cross first-aid methods to railroad men. In the Northwestern states alone first-aid lectures and demonstrations were given to nearly 25,000 lumbermen last year. Late last fall the first-aid message was first carried to quarrymen, the instruction being started in North Carolina. The instruction to miners is carried on through cooperation with mining companies, the Red Cross encouraging the work by offering medals for first-aid meets.

The instruction of the general public in first aid is also spreading rapidly. Last year, 8,950 certificates were issued to successful students, and about 700 classes for men and women were organized. In connection with this instruction, the Red Cross has a hero fund from

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THE RED CROSS NURSING SERVICE

An exhibit which shows the work of the Red Cross nurse, the Town and Country Nursing nurses' work in disaster and in war The educational work of the rural nurses is undoubtedly one est pieces of permanent good that the Red Cross is doing

which there are annual awards of cash prizes for conspicuous feats in life saving and other first aid work.

No survey of Red Cross educational work is complete without some reference to the crusade against tuberculosis. While the organization does not conduct this fight, it provides the sinews of the war through the sale of the Red Cross Christmas seals. The Red Cross first undertook this work in 1907. In that year the proceeds of the sale amounted to about $450,000. In 1915, the receipts were approximately $750,000, and last Christmas the sales were close to $1,000,000. In all, a to $4,000,000 has been realized from t

The expenditure of this vast sun preventive measures, has profoundl the nation. No other crusade agai disease has the educational power The Christmas seal money has America to realize that tuberculosi able and curable. It has even mo tecture to provide for sleeping porc sands of houses and apartmen Nothing has contributed so much air and outdoor spirit of America.

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Photograph from Forbes Parkhill

GENERAL PERSHING JOINS THE RED CROSS AT EL PASO, TEXAS

"I am for the Red Cross. I know it is capable of great good because it accomplished great good in my command in Mexico. From the bottom of my heart I hope the people will support it"

GENERAL PERSHING AND THE RED CROSS

MAJOR GENERAL JOHN J. PERSHING, commander of the Southern Department of the United States Army, became a member of the American Red Cross on Washington's Birthday, 1917, at El Paso, Texas. Upon his return from Mexico, where he was in command of the punitive expedition, he had only the highest praise for the organization and its work in connection with the soldiers of his army. He said:

"I believe in the Red Cross, for I have observed it in operation. During the last week of last November I received a letter from Washington Headquarters, asking me to list the things that were needed by the United States soldiers in Mexico.

"I think I spent two or three days thinking up that list. I remember that I named tobacco, pipes, pocket knives, bandana handkerchiefs, needles, and candy—not anything fancy, but the good, oldtime stick candy. Also jams and marmalade. I prescribed little jars of marmalade.

"Well, sir, do you know that my suggestions were adopted literally? Each man in my command received a comfort bag from the Red Cross for Christmas, and each bag contained exactly the articles named in the list.

"The men had more fun and they enjoyed it more and will remember it longer than any Christmas they ever had. Nobody can ever tell just what these presents from the Red Cross meant to them, and no one except those who were there and felt the spirit of the thing can appreciate it fully.

"Therefore I am for the Red Cross. I know it is capable of great good because it accomplished great good in my command in Mexico. From the bottom of my heart I hope the people will support it."

And in a letter to the Red Cross headquarters in Washington, he adds:

It would be a difficult task to convey to you the heartfelt appreciation of the officers and men of this command for the most generous shower of presents that are pouring in on every truck train. There will be ample and to spare for all purposes. Each station will get its share according to its numbers.

Everybody has felt the inspiration of your active interest and each camp is trying to out-do the others. Here, at Headquarters, we are having a mammoth tree built up of seven of the largest we could haul. The result will be a tree seventy feet high. We shall all assemble around this tree on Christmas and sing some carols and offer a prayer, and then distribute to each man his present from the American Red Cross. It will be a happy command to know that the great heart of America is back there beating for us, and I shall be glad to have you convey to the splendid efficient organization the sincere thanks of every man of us. It makes us mighty proud to serve a country that appreciates how much the soldier misses of home life and comforts. Again, many, many thanks.

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A MEMBERSHIP "DRIVE"

The international crisis has made it imperative that the Red Cross mobilize all its resources immediately In ten weeks New York raised its membership from 3,000 to 101,000; Boston secured 35,000 new memberships; Chicago, 20,000; Philadelphia, 18,000; Cleveland, 10,000; and so on in every part of the country membership "drives" are rapidly increasing the membership to 1,000,000, the mark set for 1917

FOR A MILLION

How American communities can or- in local chapters—How to

In New York, the several cities and boroughs comprising the jurisdiction of the chapter apportioned the enrollment to be secured, each community having representation in the general campaign committee and accepting a definite share of the responsibility for enrollment. In other cities a ward organization has been developed, each ward endeavoring to secure a certain percentage of its population.

Frequently the committee in charge of the enrollment authorizes a mail canvass covering a selected list. The letters are multigraphed and signed in facsimile by one or more members of the local committee. A return envelope, unstamped, is inclosed with each letter.

In New York, thirty-three banks at their own expense mailed 380,000 letters, inclosing blanket applications and urging patrons to assist in the enrollment. The banks used their own letterheads, upon which were multigraphed or printed a very brief appeal, signed by the president, in facsimile.

A prominent coal dealer circulated applications among 18,000 customers, requesting that signed blanks be returned to him in unstamped envelopes inclosed.

Hundreds of mercantile establishments, big and little, have loaded their outgoing mail and packages with Red Cross appeals.

In New York, Philadelphia, and Boston, public

PULLING oneself up by the boot straps" is no longer fiction. The American Red Cross has demonstrated that the thing can be done—done easily and without the noisy accompaniment of a circus band.

For evidence, witness the phenomenal growth of the Society's membership. A little less than a year ago, 25,000 Americans, men, women, and children, were enrolled under the Red Cross banner. To-day more than 300,000 Americans have the little Red Cross button.

So thoroughly has the Society's Membership Bureau speeded up its work that a conservative estimate indicates future growth at the rate of from 30,000 to 50,000 members a month.

Not only will the Red Cross slogan of "A Minimum Membership of a Million" be realized in the very near future, but plans now in process of development will ultimately carry its membership to a much higher level. Furthermore it is expected that this membership will be permanent, not fluctuating from year to year as interest in war relief rises or subsides.

Education and business methods are the two instruments which the American Red Cross is using to build its enormous and wonderfully efficient relief machine. The Membership Bureau in its educational work stresses neither Military nor Civilian Relief beyond their real importance, but insists that the great American public shall know and claim for its own the whole purpose of the Society. Enrollment campaigns are now being conducted in scores of cities and towns throughout the country.

Local chapters, hitherto content with a handful of members, have multiplied their numbe

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MEMBERS IN 1917

ganize their forces to enroll members run a membership campaign

service corporations erected electric signs urging public support of the movement.

Boy Scouts and Camp Fire Girls have helped everywhere in distributing printed matter and in enrolling members.

Nineteen foreign language papers in one city carried the Red Cross application form and an invitation to join in their advertising columns, printing the names of those who responded in their news columns.

Hundreds of churches have appointed committees to manage the enrollments within their respective congregations.

A Red Cross parade, organized in four days, brought 3,000 women into the ranks in Atlanta, Ga.

New Orleans conducted a Red Cross field day at which the work was demonstrated and enrollment solicited.

The women of Scarsdale, N. Y., placed committees on all commuters' trains during one morning of their campaign.

Twenty-nine city and borough departments of New York appointed committees to manage the enrollment among city and borough employees and their families; similar coöperation has been given by the city employees in Boston, Philadelphia, Buffalo, St. Louis, and other municipalities. Seven Governors called conferences for furthering the enrollment in their states.

from two to a thousand-fold. Churches, schools, industries, civic societies, financial institutions, and mercantile industries of the nation are being mobilized to support the local and national branches of the Society. Thousands of men and women prominent in business and social life, whose names rarely appear on the letterheads of welfare agencies, are taking an active interest in what the Red Cross calls its "mobilization of active patriots."

Reaching out from New York, Boston, Philadelphia, Pittsburgh, Cleveland, Chicago, St. Louis, New Orleans, Denver, and San Francisco—in all of which cities enrollment campaigns have been successfully conducted, or are now being waged—the movement is gathering momentum in hundreds of smaller cities and towns. From these it will reach into the rural districts; and ultimately it is expected that every community capable of supporting a local chapter or branch of the American Red Cross will be fully organized.

What these chapters and branches can accomplish for national relief, once they are fully organized, it is not the purpose of this article to set forth.

Photograph by Harris & Ewing

MR. H. J. HILL

Director of the Bureau of Membership Extension, under whose direction the Red Cross is making a drive with the slogan, "A Minimum Membership of a Million"

It is rather intended to tell the story of what has been accomplished by the Bureau of Membership and also to state how communities, not yet possessing a strong Red Cross chapter, may easily enroll from five to thirty per cent. of their population in membership.

Not only does the present international crisis point to the advisability for quick mobilization of Red Cross resources, but recent experience in twenty-nine American cities has demonstrated the superior value of "membership drives" as against so-called "slow and steady growth" methods of enrollment.

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How but by a drive of some sort could the four New York City chapters have increased their membership in ten weeks from less than 3,000 to 101,000? How else could Metropolitan Boston have secured an enrollment of 85,000; Chicago 20,000; San Francisco 12,000; Philadelphia 18,000; Cleveland 10,000; and towns like Ridgewood, N. J., and Lewiston, Pa., (with populations under 10,000) from 1,000 to 2,000 members each?

Mr. H. J. Hill, Director of Membership Extension, has laid down the following outline of how to get the million members which the Red Cross is endeavoring to enroll.

First of all, remember, that these methods have developed in the field. Many a new and practical idea has been suggested, and its value demonstrated by the volunteer worker. When the big men and women in scores of American cities set themselves to do a thing one can expect a variety of practical means to be developed. In general, rather than in detail, the underlying principles of the successful enrollments thus far conducted, appear about as follows:

Photograph by Harris & Ewing

MR. EDGAR H. WELLS

Director of the Department of Chapters, under whom the chapters are organized and who has supervision over the Bureau of Membership and the Bureau of Membership Extension

1. Lift the movement out of the ordinary, money raising campaign class. This is a mobilization of partners—active partners in the Government's enterprise to build and maintain a national relief society equal to our national needs. Dues are incidental. The aim is to plant a chapter or branch of the American Red Cross in every community willing to coöperate in the work of the National Society.

2. Explain the aims and purposes of the Red Cross. They are not generally understood, even among otherwise intelligent individuals. Make clear the fact that the Red Cross is not a society of physicians, nurses, and ambulance drivers, though these and other classes of field workers play an important rôle in its work. Be sure to have your community understand that "*field service is not required of members.*" Print those words in red on every piece of literature issued. Public misconception with reference to this point is almost universal.

Use the press, pulpit, clubs, "movies," billboards, car cards, and even wagon sides to hammer home this fact. Stress also the other and equally important fact that "*Your American Red Cross needs you now.*"

Distribute information folders, always being sure that they contain a membership application form. Send them into the homes of your community through the schools, shops, churches, drugstores, and all public places.

Organize a speakers' bureau; get lawyers, ministers, and teachers to do your "explaining." Be sure they have the facts before they begin. Tell them to be brief!

3. Set a high, reasonable membership mark to be attained by your community. Strike for a definite number—a high number *within a definite time*—a reasonable time, but not too long. Do not say "about 500 members," when it should be a thousand. When you say a thousand, mean it! From five to twenty per cent is the right number at which to aim.

4. Introduce business methods. Have a central rent-free headquarters, simply equipped with borrowed desks, tables, chairs, shelves, and typewriters. Put in telephones, as many as necessary; print an adequate supply of folders, blank applications, posters, membership tickets, letterheads, and stamped envelopes. Collect your instruments before you begin the work of enrollment.

Spend little money; waste not a penny. Waste neither your own, nor the time of busy men and women who will cheerfully assist in the enrollment if the work is well planned and conducted systematically.

Organize a small clerical force to handle details. Place in the hands of one capable person the management of your temporary office. Try to secure for the period of the enrollment

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the full time of a thoroughly experienced executive.

6. Begin your enrollment only when you are perfectly organized. And organize as follows:

Appoint a small executive committee, consisting of a chairman and five or six men and women of business capacity to plan and manage the business phases of the enrollment. Have this Executive Committee appoint a General or Citizens' Committee of from 50 to 150 individuals—more if necessary—who will actively represent the chapter in enlisting coöperation of the various interests in the community. This Committee should be comprised of women as well as men, though the latter will in all probability predominate. Members of this committee should be selected with a view to active representation of:

State, county, an city government:

Churches:

Civic and patriotic societies, and orders:

Manufacturing concerns:

Mercantile concerns —wholesale and retail:

Transportation interests:

Public utilities:

Medical, nurses', and other professional societies:

Women's Clubs and Societies:

Banking and brokerage houses:

Publicity interests, etc.

Note that, where the interest to be represented is large, several individuals should be selected to represent it, particular care being exercised to select active members.

A RECRUITING STATION

Open Red Cross recruiting stations in drug stores, shops, postoffices, etc. Get your merchants to decorate Red Cross windows. Most men and women are glad to join but they will not hunt up headquarters

Arrange for a meeting—a dinner or luncheon conference if possible—of the General Committee. Do not make it "complimentary." Have not to exceed two or three speakers present, at least one of whom will be local, and who together will explain the purposes of the enrollment and the methods whereby it is to be furthered.

Underwrite at this meeting the whole or a large part of your expected enrollment. Thus: John Doe, representing an industrial organization of 500 men, pledges his best efforts to enroll, say, 250 members through his organization. He agrees to become the leader of his group. He agrees to present the invitation to them to help in the enrollment as well as to join themselves. He will ask his business associates and his employees to form committees in the plant. He will use blank applications provided from local headquarters. He will also use a number of information folders and arrange for a 15 or 20 minute meeting of the special sub-committee of which he is now chairman. The meeting will be held at the office or store or plant wherever his helpers may be located. He will instruct them as to how to proceed. He will give them their "selling talk." Local headquarters will send a speaker if desired. His helpers will immediately take their blanks and begin work, returning the blanks to him when the canvass is completed.

7. Usually, more definite instruction is required by group leaders than that made possible by the conference or meeting held by the General Committee. Therefore, arrange to divide those interested in the movement into natural groups, appointing an active merchant to the chairmanship of the group in charge of the enrollment among wholesalers and retailers; a banker to head the committee to further the enrollment in the financial institutions; and so on down the line, until each group of interests in the city is covered by a competent chairman and committee.

8. Organize the women of the community separately. The Women's Division, led by a strong leader and committee of assistants, may confidently be expected to enroll from one-fourth to a half of the total number of members desired.

Urge your workers to enlist the help of others. Better than asking a man or woman to join the society is it to ask him to accept a blanket application for himself and to become a

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worker in the ranks. Thus 100 workers at the beginning of an enrollment quickly multiply to a thousand and finally the canvass reaches into every nook and cranny of the community.

9. At campaign headquarters open a card account to every worker who accepts registered application blanks for circulation. If the worker has pledged himself to endeavor to secure 100 members arrange your records so that you can at any time advise him as to the number of applications he has turned in. Keep track of your blanket applications; put them out generously; know where they are.

Press your committees and individuals in charge of various groups for immediate action. This will result in a large number of educational meetings and conferences being held in all parts of the community, in shops, offices, schools, churches, societies, and homes. Two hundred and fourteen meetings and conferences were held in connection with the Greater Boston campaign. One of the primary objects of the campaign is to educate workers and members with reference to the work and needs of the society.

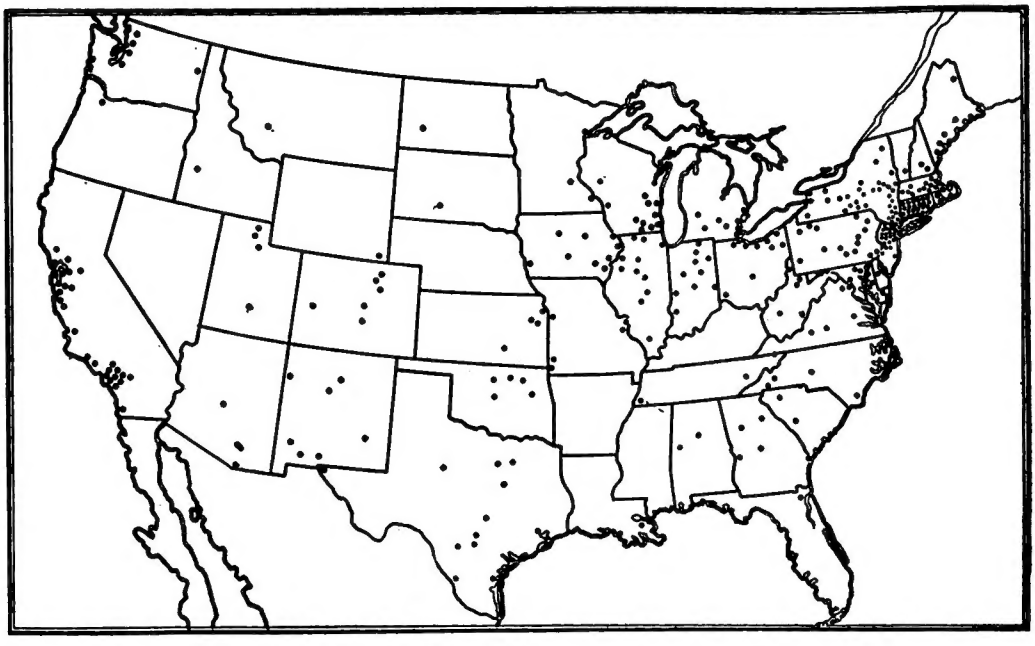
10. Publish daily the names of those who join. Your newspapers will carry the roster. Provide well-written stories as well as copy to merchants who are willing to carry it free in their advertising columns. Open Red Cross recruiting stations in drug stores, cigar shops, post-offices, etc. Request your merchants to decorate Red Cross windows. Avoid the expense involved in opening temporary booths in stores and expositions; avoid the giving of "benefits" on behalf of the Society during this period of work. Depend upon personal contact and publicity. Most men and women are willing to join but they will not hunt up campaign headquarters.

11. Schedule your whole enrollment process. You will find that the work divides itself into three stages:

(1) Preparatory work:
- Appointment of committees.
- Securing headquarters.
- Printing.
- Forms.
- Etc.

(2) Public Campaign:
- Opening dinner or luncheon.
- Group conferences for instruction of workers.
- Distribution of blanket and folder applications.

(3) The Follow Up:
- Recalling numerous application blanks in possession of workers.
- Recording names and addresses of members.
- Acknowledgments.



THE DISTRIBUTION OF CHAPTERS

In January, 1915, the Red Cross had about 22,000 members. To-day it has over 300,000, distributed over the whole country. The membership is increasing by leaps and bounds but the map shows that there are sections where the knowledge of the work and aims of the Red Cross should be brought before the public

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Date each of these stages roughly in advance and try to cover last phase of the work in the time allotted.

At the heart of this great movement is the Bureau of Membership Extension located at National headquarters. From its offices are furnished daily thousands of pieces of printed matter, posters, and applications for use of local chapters. A "campaign manual" now in preparation will give to workers detailed suggestions for promoting community-wide enrollments in their respective jurisdictions. A small field staff of men experienced in organizing campaigns is also available for service. Five Divisional Directors, with headquarters in Boston, New York, Chicago, Denver, and San Francisco also render assistance to committees undertaking campaigns. Ten standard stories, descriptive of the various phases of Red Cross work and suitable for publication in connection with local membership campaigns are also available. There would appear to be no reason why, with National headquarters and a hundred aggressive American cities pressing the work of enrollment, the Society's aim of "A Million Members During 1917" should not be fully realized.

EDITORIALS

WHAT EVERY GIRL CAN DO AND WHAT EVERY STATE SHOULD DO

MR. JOHN H. FINLEY, Commissioner of Education of New York State, in the current issue of the fortnightly bulletin of the Department of Education, writes on "Patriotic Service for Girls." He says:

"Wishing that the girls in the schools of the State would have some part in the patriotic service which all are asked to be prepared to give in one form or another, I inquired of the authorities of the National Red Cross at Washington as to whether those who are taking the course in domestic science in our schools could not incidentally be of help in furnishing Red Cross supplies, and as to whether, if they gave such help, they could not also be enrolled as a special class of Red Cross members. The thought which prompted this inquiry was, first of all, a desire of finding some practicable way in which thousands could have an opportunity to express their spirit of loyalty to their country and their desire to help those in need. But I hoped, too, that the service would be of such real value as to warrant the admission of all who gave it to membership in one branch of the Red Cross, upon the payment of only a nominal fee, enough only to cover the cost of enrolling and of the badge, button, or device which might be determined upon.

"I have held this number of the *Bulletin*, awaiting a reply to the suggestion, and it came only a few minutes ago in the following telegram:

"'You are authorized to proceed with organization of school children. Letter will follow on Thursday. Best wishes for the success of this important undertaking.'

"There are 50,000 girls in this State who are taking courses in which they can, if materials are supplied, give this service as a part of their regular domestic science work. An attempt will be made through the promised coöperation of the Federation of Women's Clubs in this State to secure the necessary materials, so that the schools and cities will not be at the necessary expense for them. The president of the State Federation is making an appeal for this purpose.

"The national authorities have, at our special request, permitted girls in the schools of New York who are taking the domestic science course to enroll in groups of ten upon the payment of 10 cents each to the local chapter nearest to the school. It is, of course, not necessary that any one should join the Red Cross in order to have a part in this work, and no schoolgirl must feel under obligation to be at this expense. If she is in some way contributing to the objects of the Red Cross, which represents in a way her community, her state, and her country, that is the important thing. If, however, she does wish to join, she may do so upon the payment of this nominal sum. A special button or badge will be designed for all such members. Five cents of this amount will go to the local chapter and 5 cents to the national organization for carrying on its work.

"Mrs. Talbot, the State specialist in vocational education of girls, will send word to each school as to the serviceable articles that may be made or prepared. This is simply to call the attention of the girls in the State to this particular opportunity for service that they may be ready to undertake it when the special instructions come."

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A CORRECTION

THE RED CROSS MAGAZINE is very glad to publish the following letter from Dr. T. W. Richards, U.S.N., Director of the Bureau of Naval Service of the Red Cross. It seems that an article published in the February number of THE RED CROSS MAGAZINE has been misinterpreted by a number of our readers, and we are more than glad to correct authoritatively any false impression that may have gone abroad.

EDITOR, THE RED CROSS MAGAZINE,
Garden City, New York.

MY DEAR SIR:

The article in the February issue of THE RED CROSS MAGAZINE entitled "If Our Greater Navy Should Give Battle" has attracted much attention, and I am sure that the facts stated therein will be of universal interest. It would appear, however, from numerous letters which have been received commenting upon this article that certain inferences have been drawn therefrom which are not only misleading, but tend to convey a dangerously false impression. Our people have long taken pride in the belief that the Medical Department of the Navy has kept pace with other branches of that Service in its preparations to meet the demands of war, and it is important that they should know that this belief is well founded.

Fully alive to present and prospective demands upon this Department, Surgeon General Braisted has been eminently successful in carrying out plans to meet them, and the equipment of the Medical Department, including reserve supplies, is now most complete, unsurpassed, in fact, by that of any Navy in the world. While it is true that we have only one hospital ship in commission and another building, it is no secret that complete plans and specifications have now been fully worked out for the rapid conversion of certain passenger vessels, specially selected for this purpose. These ships, being quickly available in sufficient numbers, are expected to provide every essential for the successful care and transportation of our sick and wounded afloat.

In the matter of personnel, no doubt, greater difficulties are encountered. More medical officers would be needed, and they are being enrolled in the Naval Reserve Force for service wherever needed. Unfortunately, there is, as yet, no large body of men in civil life trained in the duties of hospital corpsmen, but it is hoped that the Sanitary Training Detachments now being organized by the Red Cross may eventually supply this deficiency. Meanwhile, the Red Cross Nursing Service stands ready to furnish nurses in adequate numbers, thus relieving many hospital corpsmen for service on battleships and elsewhere afloat.

Paraphrasing slightly from the article referred to, it is gratifying to note that "organized, completely equipped naval base hospitals *already* dot our long and winding coast lines, and civilian hospitals *have been* prepared and listed to serve as auxiliaries in case of emergency." As a matter of fact the Navy constantly maintains one of the largest and finest hospital establishments in the world, the individual institutions being thoroughly up to date in design and completely equipped in accordance with the latest advances in medicine, surgery, and the various specialties.

As an additional precaution the Red Cross has undertaken to organize and equip five or six naval base hospitals. Would the Navy necessarily need them all? It is impossible to foretell, but this much is certain: the Army and Navy will in the future, as in the past, cooperate for the public good, and if either branch of the military establishment has hospital facilities to spare they will always be available for the needs of the sister service.

The rôle of the Red Cross, therefore, so far as the Navy is concerned, is to act as a second line of defense in the work of Medical Preparedness; to back up the Medical Department in certain particulars; and to provide for unexpected contingencies which might develop during the progress of a great war. More than this would simply mean locking up resources which might be urgently needed elsewhere.

Very truly yours,
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